35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FEBRUARY 27, 1961

Color tv, a slow starter, is off and running as Zenith announces its new set 23

20th Century-Fox claws for top in tv films with $6 million cash stake 64

How NBC will stiff-arm its competition in 1961, as Sarnoff sees it 40

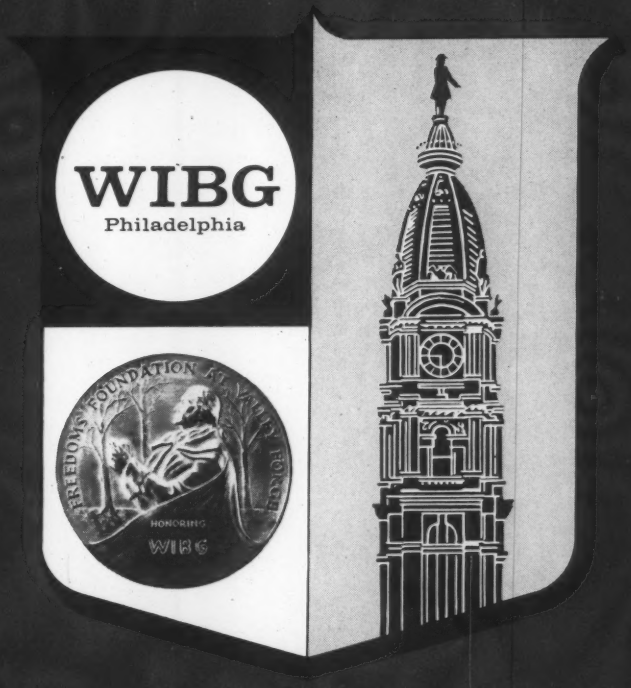
8 mm camera that produces film for tv? Fairchild thinks it has one 67

COMPLETE INDEX PAGE 7

WINNER:

FREEDOMS FOUNDATION

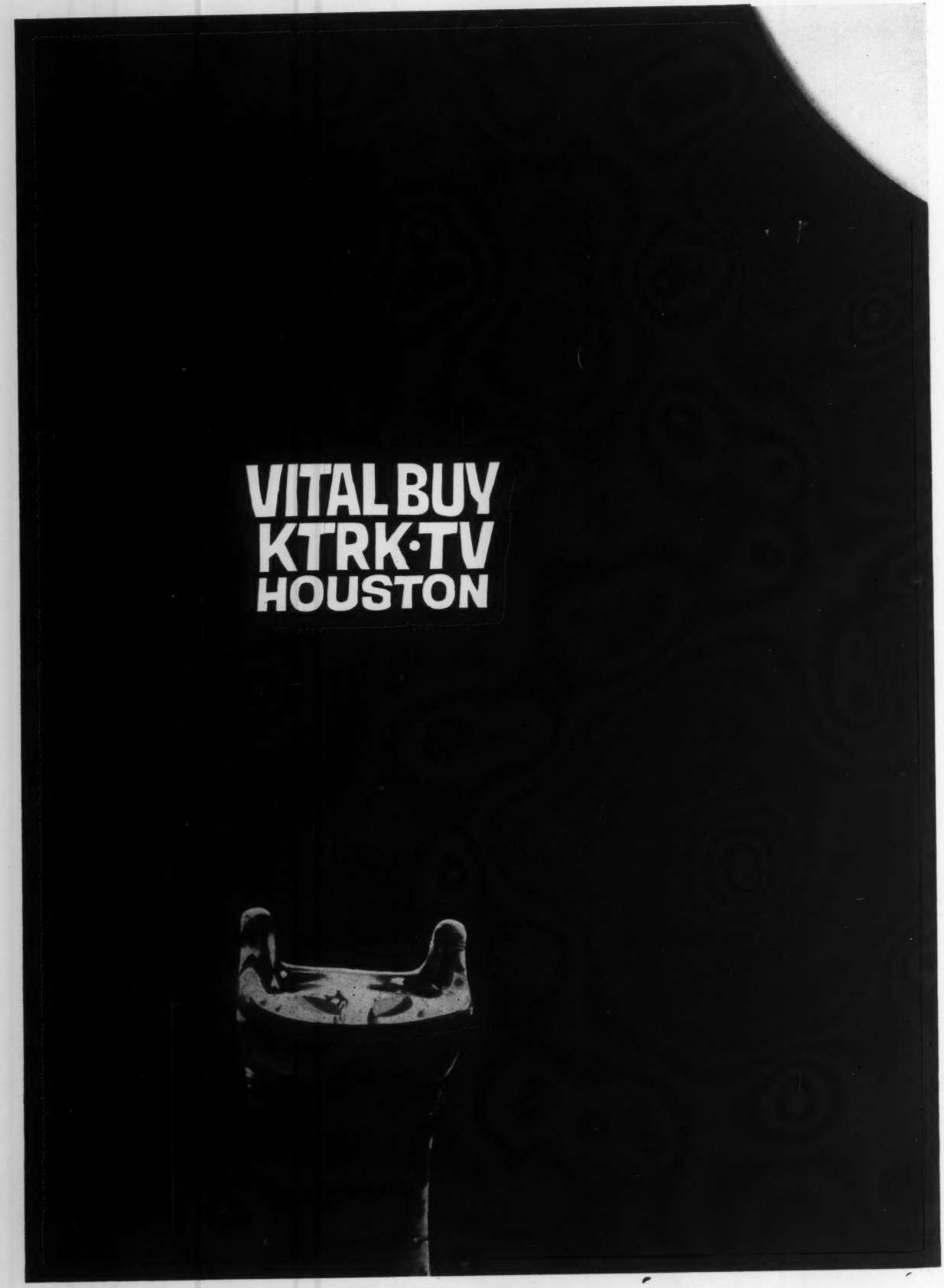
George Washington Honor Medal Award



With pride in this honor for public service performance, WIBG rededicates itself to the principles which have made it Philadelphia's leading station in total and adult audience.*

*PULSE (8 County) December 1960—HOOPER (Radio Share of Audience Index) Jan. 1961

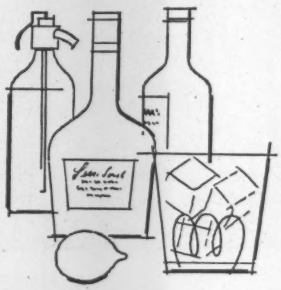
Another Great Storer Station Represented by the Katz Agency, Inc.


VITAL BUY
KTRK·TV
HOUSTON

As served at Maylie's, tensions fade away.

Roffiguac

OLD NEW ORLEANS FAVORITE...



Here's how to make it:

Fill Old Fashioned glass with ice cubes. Pour in 1 oz. brandy or cognac, ½ oz. rye whisky, grenadine syrup to taste and a squirt of seltzer water. Twist piece of lemon peel over drink, stir and serve on rocks. If you prefer, prepare it with crushed ice in shaker, blend, strain and serve as a cocktail.

WWL-TV... new New Orleans Favorite

The best known railroader in these parts, Brakeman Bill, hosts WWL-TV's big new afternoon kid show Monday through Friday 4:30 - 5:45. He's a model railroad engineer, and his fabulous train layout is the envy of every child's eye. Big entertainment package includes Popeye and Bugs Bunny cartoons, too.

In the New Orleans market Brakeman Bill puts you on the inside sales track with the kids and their moms. Ask Katz for details.

WWL-TV

NEW ORLEANS

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Cox takes over April 9

Kenneth Cox, Seattle attorney and special counsel for Senate Commerce Committee during recent tv investigations, formally will take over as FCC's new general counsel April 9 (see story page 46). John L. FitzGerald, currently general counsel, will be eligible for retirement from government service April 4 and, while nothing is said formally, it's believed changeover dates were arranged to allow this. Mr. Cox accepted general counselship at urgent behest of incoming Chairman Newton N. Minow.

RTES Awards in absentia

President John F. Kennedy and his erstwhile Republican opponent, Richard M. Nixon, will jointly receive Radio-Television Executives Society Gold Medal Awards March 9 in absentia. Accepting award for President will be J. Leonard Reinsch, executive director of Cox stations and Mr. Kennedy's communications adviser, while Herbert G. Klein, editor of *San Diego* (Cal.) *Union* and Mr. Nixon's press secretary during campaign, will receive award in behalf of former vice president. Twenty-first anniversary dinner of RTES will be held at Waldorf-Astoria.

Awards to party leaders will be based on their notable contributions to "bringing to maximum fulfillment the potentials of radio and television as instruments of public service, education and information" during Presidential campaigns. Also cited will be record vote in elections and extraordinary large audiences which tuned in broadcast appearances, attesting "to the outstanding service rendered by radio and television." Candidates will be saluted for "courageous cooperation" and for their respect "for the importance of direct communications with the American voters through radio and television."

Battle of millions

No sooner did ABC-TV get word around at week's end that it already had $73 million in business on books for 1961-62 season than NBC-TV was countering with disclosure it could "easily" count up $94 million worth on its quick-firming fall schedule. NBC-TV claims $39 million in till for Sunday night alone (RCA and other advertisers have new Walt Disney show at 7:30; Procter & Gamble has new show called *Snow White* at 8:30; Chevrolet has *Bonanza* at 9-10, and duPont has new *Show of the Week* at 10. Other sales reports at NBC-TV place *Sing Along with Mitch* on Thursday, 10-11, as already three-fourths sold and minutes being purchased at good pace in new feature film—*Saturday Night at 9* show.

Olivier Special offered

Talent Assoc. is talking with networks and/or advertisers for sponsorship and time slot for 90-minute dramatic tv production of *Les Miserables*. TA has Sir Laurence Olivier interested in doing drama. It was Sir Laurence and Talent Assoc. that combined to produce prize-winning *Moon and Sixpence*, shown last season as one-time special on NBC-TV.

Decision on clears?

That archaic clear-channel case was back before FCC last week—and is scheduled to return again in immediate future with strong possibility of final disposition at that time. Commission's thinking has changed considerably, however, and plan now is to consider break-down of clears on case-by-case basis. Under present alignment proposed new station on clear must have coverage area 25% of which is presently without nighttime service. Feeling is that admitted deterioration of some clear signals which would result would be outweighed by additional new service. New stations would be class 1B's with required power of 50 kw.

Non-alcoholic and non-code

Holland House Sales Co., New York, whose attempt to place commercials for its non-alcoholic cocktail mix on WPIX (TV) New York was frustrated at suggestion of NAB Tv Code Board (BROADCASTING, Oct. 3 et seq.), is understood to be so "favorably impressed" with tv advertising over WNTA-TV New York, non-code station, that it's planning to advertise on other non-code stations. But Holland House first will evaluate results at WNTA-TV, including report that not single complaint has been received about its commercials. Company already has renewed on that station after first 13-week cycle and now is on rate-holder during Lenten period.

Witness warned

Justice Dept. and FCC have agreed on course of action if subpoenaed witnesses fail to show up with records and testify at March 8 continuation of programming hearing in Los Angeles (CLOSED CIRCUIT, Feb. 20). At special meeting Thursday (Feb. 23), government spokesmen made plans to institute immediate contempt proceedings in court if walkout occurs. FCC Network Study Chief Ashbrook Bryant and assistant Ben Zelenko left Friday for West Coast to prepare for hearings.

Space on agenda

Under aegis of space Commissioner T. A. M. Craven, FCC plans to issue policy inquiry within next few weeks on mechanics of getting space communications operative. Respondents will be asked to comment on problems involved, including antitrust, initial captial investment in placing satellite in orbit and cooperation with government. It now is anticipated that all common carriers who desire can participate in end product on reasonably competitive basis. FCC has been working out problems jointly with NASA and general agreement has been reached. Comments on technical phase of operation are due Wednesday (March 1).

Same color tube

First reports that Zenith color sets (see story page 23) will utilize new picture tube appear without foundation. Zenith executives refuse to elaborate on announcement sets will include "technical innovations" and new Zenith-developed color demodulation system employing new tube. However, unofficial word from RCA has it that three-gun RCA color tubes will be used.

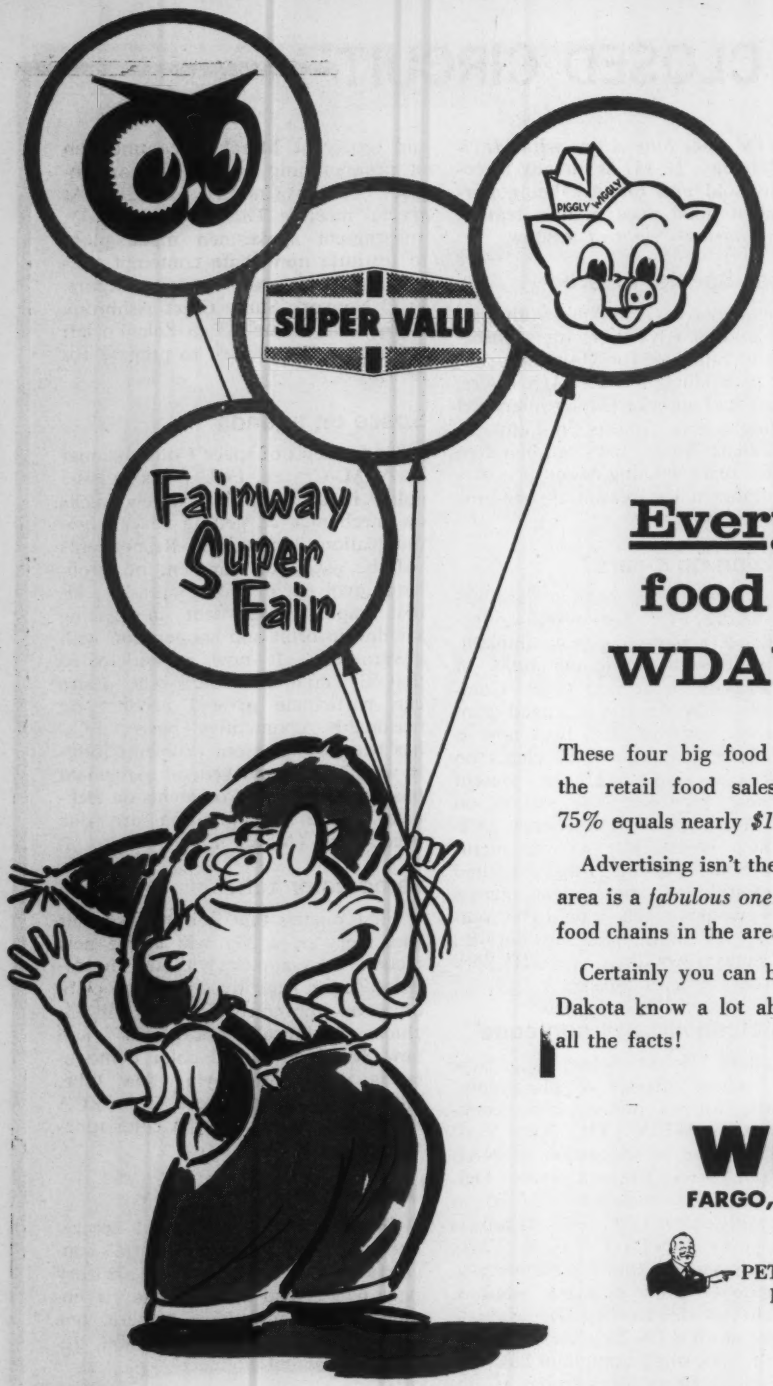
Union rebellion

Opposition to wide-spread acceptance of Fairchild Camera Corp.'s successful 8mm tv news camera (see story page 67) is said to be brewing in engineering unions. New camera, one man sound and film operation, requires no sound engineer.

Collins research

It hasn't been advertised, but NAB President LeRoy Collins' interest in ratings methodology has led him right into files and computers of major research firms. Last week he made inspection tour of American Research Bureau in Beltsville, Md. Earlier he visited A. C. Nielsen Co., Chicago.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.



Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous one.* But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

WEEK IN BRIEF

The color breakthrough has been awaited for years but it has been falling below its supporters' hopes. Now there are bullish signs. Most bullish of all is the announcement of Zenith that it will enter the 1961 fall market with its own tube and circuitry. See . . .

ZENITH ENTERS COLOR MART . . . 23

The competition among networks for a big profit year is fierce. Chairman Robert W. Sarnoff, of NBC, takes an optimistic view of 1961, figuring it may be network's best. An exclusive BROADCASTING interview. See . . .

NBC'S MOMENTUM BUILDING . . . 40

Changes are due at the FCC in program reporting forms. A look at proposed questions raises serious misgivings in minds of two Commissioners who fear FCC may be getting into programming and administrative areas. See . . .

THREAT IN NEW FCC FORMS . . . 46

An oldline movie major, 20th Century-Fox Television, is setting out in a big way to attain leadership in the video film field. It has $6 million on hand to finance project, including feature films for tv. See . . .

20th CENTURY-FOX ACTIVE . . . 64

At last—an 8mm magnetic sound film camera that's said to produce satisfactory tv pictures. Fairchild announces what is believed to be a major breakthrough promising important economies to tv stations. See . . .

8mm MOVIE GEAR FOR TV . . . 67

LeRoy Collins, NAB's new president, faced a startled board of directors when he laid out his views Feb. 10 at Palm Springs, Calif. He was blunt but his firm position is meeting wide industry approval. See . . .

REACTION TO COLLINS' SPEECH . . . 42

If broadcasting is to be developed into a profession all can be proud of, according to LeRoy Collins, NAB president, it must meet the responsibility to serve. His talk was given at annual NAB conference. See . . .

AN ART, NOT A CRAFT . . . 36

When you take the cost of having tv in the home and analyze it on a per family basis, the results are illuminating, posing a challenge to pay tv. See . . .

LOW COST OF TV IN HOME . . . 28

A favorite Capitol story holds that Speaker Sam Rayburn won't allow tv at hearings because he hates to see his shining pate on the screen. House Rules Committee beats plan to permit tv access to hearings. See . . .

RULES UNIT WON'T WAIVE . . . 54

There's bated breath in the ratings world as a report is awaited from a House probing group. The field study of ratings was professionally done but there's concern over what the politicians may do with it. See . . .

SUSPENSE IN WASHINGTON . . . 50

While the new regime at the Federal Trade Commission has its eyes aimed toward monopoly, there'll be no letup in its scanning of radio and tv advertising. That's what Chairman-designate Dixon says. See . . .

FTC STILL WATCHES RADIO-TV . . . 56

Canadian stations had better look to their spots. A plan to levy fines for violation of rules has been proposed by Board of Governors chairman. See . . .

FINES FOR EXCESS SPOTS? . . . 31

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	69
BROADCAST ADVERTISING	28	LEAD STORY	23
BUSINESS BRIEFLY	30	THE MEDIA	36
CLOSED CIRCUIT	5	MONDAY MEMO	20
COLORCASTING	65	OPEN MIKE	14
CHANGING HANDS	44	OUR RESPECTS	89
DATEBOOK	12	PROGRAMMING	64
EDITORIAL PAGE	90	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	67		
FANFARE	70		
FATES & FORTUNES	72		
FOR THE RECORD	76		
GOVERNMENT	46		

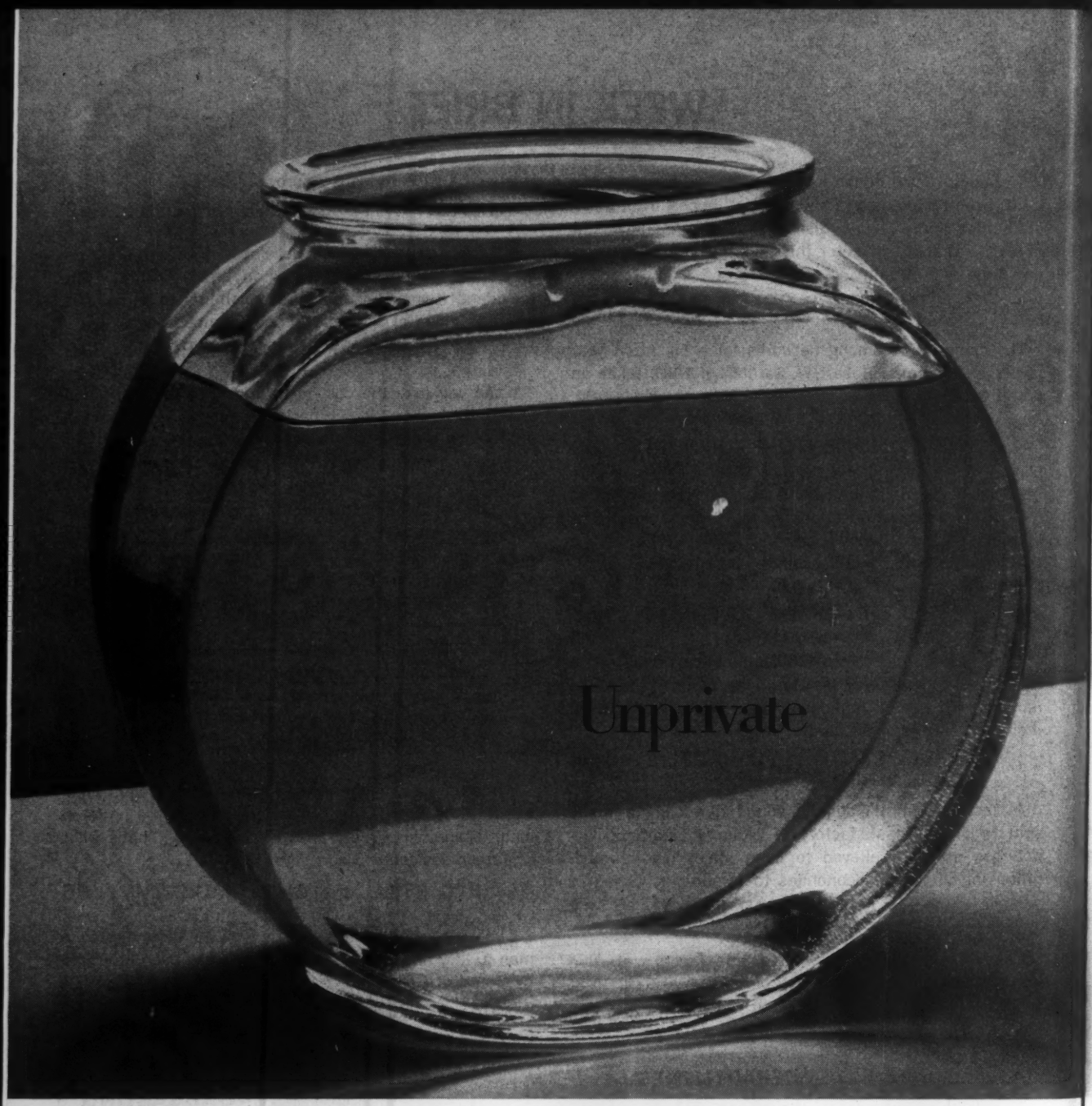
BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C.

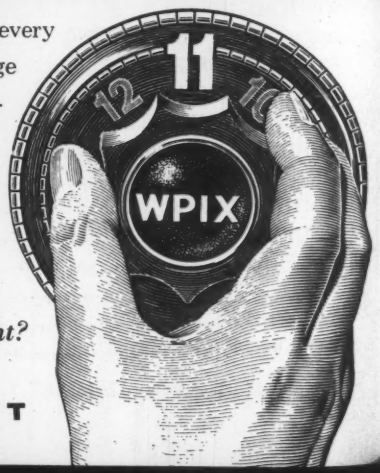
Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.



The programming standards of a television station are exposed every minute of every hour of every day. All you need do is *look* to see that WPIX-11, New York's Prestige Independent, has the "network look" . . . network-proved and network caliber programs night after night. Programs like M Squad, Air Power, the Honeymooners, Mike Hammer, You Are There. When you, the advertiser, painstakingly produce TV commercials, you have a right to expect they will be presented in programs that do justice to your product *and* your company. WPIX-11 is the only New York Independent Television Station qualified to display the Seal of Good Practice.

where are your 60 second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

FCC OKAYS PAY TV TEST, SETS CHECKS

RKO General ready to move; opponents undecided on appeal

Gleeful RKO General officials were preparing Friday to shift Hartford, Conn., pay tv plans into high gear, after issuance of FCC decision authorizing three-year trial of subscription tv over ch. 18 WHCT (TV) Hartford.

Order, which was tentatively approved last January (BROADCASTING, Jan. 23), includes several conditions, but none was unanticipated, according to RKO General executives and lawyers.

FCC turned down objections fired at proposal by Connecticut and Hartford theatre owners, generally on ground their fears pay tv might be against public interest cannot be tested until trial has taken place. Movie lawyers were unable to say whether they would appeal, pending study of FCC document.

If no further legal actions are taken that would force RKO General to cease preparations, first pay tv service should be initiated this fall. Plans call for start of direct-payment tv service when 2,000 subscribers are signed. RKO General plans to spend up to $10 million on demonstration, although it expects to lose $1 million overall.

Mostly Movies ▪ Bulk of programs will be motion pictures, to be provided daily during evening hours. Charges will range from 25 cents to $3.50. Goal is 50,000 subscribers.

Trial is being undertaken in cooperation with Zenith Radio Co., which will manufacture encoding and decoding equipment, and Teco Inc., holder of Phonevision license from Zenith. Teco also will attempt to provide program material.

Conditions placed on test were not as severe or rigorous as expected in some quarters. Commission directed RKO General, among other things, to screen all promotional material carefully so as not to misinform public that pay tv is regular service. This would apply also to publicity issued by Zenith and Teco. It asked RKO General to maintain file of all agreements, commitments and understandings with third parties, concerning programs, for inspection by commission.

Suggests Surveys ▪ It recommended that RKO General make before-and-after surveys of television viewing in area, but did not require this.

Commission found favorable RKO General's promise to set up "Committee of 400'" comprised of variety of local viewers to help in planning programming.

Whether pay tv will cause diversion of programs from regular tv cannot be answered with assurance, FCC stated. Test itself will provide final answers, commission observed. Commission also indicated that it would watch carefully licensee's responsibility for pay tv programming just as agency concerns itself with this provision in regular tv field.

Was lens broken?

People who watched *Eyewitness to History* on CBS-TV Feb. 17 expecting to see full half-hour of intimate glimpses of President Kennedy at work in White House may have been somewhat disappointed. Only small portion of program was devoted to candid-type shooting, while films did not appear to come up to quality expectations. Reports that cameraman taking film shot most of it with broken lens were denied by CBS, but network spokesmen admitted that extreme and unexpected difficulties were encountered. As result some of film was not quite up to standards, making editorial selection stringent.

FCC names Cunningham for Orlando tv rehearing

FCC Chief Hearing Examiner James D. Cunningham will preside at rehearing of Orlando, Fla., ch. 9 case, agency announced Friday (Feb. 24).

Ch. 9 grant to Mid-Florida Tv Corp. (WLOF-TV) was one of several remanded by Court of Appeals following revelations of *ex parte* representations during congressional hearings. Commission said designation of examiner will not take effect until it has been approved by court.

Mr. Cunningham will serve in lieu of retired Pennsylvania Judge Horace Stern, who sat for rehearing of four other *ex parte* cases. Other party in Orlando proceeding is losing applicant, WORZ Inc.

Philip Morris pulls two accounts from DDB

Philip Morris Inc.'s sudden withdrawal of its cigarette account brands—Alpine and Benson & Hedges—from Doyle Dane Bernbach Inc. had turned more than $4 million worth of billings loose on advertising market over past weekend.

Joint statement tersely claimed "mutual disagreement on policy." Alpine, which landed with DDB year ago as new product, accounted for most of $4 million in billings, with about half in radio and tv spot as well as network tv. Billings for Benson & Hedges, DDB account since fall of 1959, was mostly in print, but some was in network tv and spot. With sales for both products steady, the shift would seem to be another consequence of conflict of interest chain reaction started last January when A.S.R. Products, division of Philip Morris, handed its razor and blade account to Benton & Bowles (BROADCASTING, Jan. 23, 1961). Schick Inc. subsequently left B&B and went to Norman, Craig & Kummel, which in turn lost to DDB its Ronson lighter account (Ronson also makes shaving products). It was likely Philip Morris felt conflict interest was created by DDB's association with Ronson (even though Ronson's shaving account is with Papert, Koenig, Lois Inc.)

Court enjoins unions from KXTV (TV) boycott

Injunction restraining two unions from activities designed to influence sponsors and agencies against KXTV (TV) Sacramento, Calif., Corinthian station, granted late Feb. 23 by U. S. District Court, Northern Div., Calif.

Restraining order affects American Federation of Television & Radio Artists and National Assn. of Broadcast Employes & Technicians. Unions struck station last September. They are charged with joint campaign to bring about boycott of advertisers. Proceedings also are pending before National Labor Relations Board.

Burns, Ford to testify at Senate etv hearings

John L. Burns, RCA president, and FCC Chairman Frederick W. Ford will testify at Senate Commerce Committee hearings Wednesday and Thursday on etv bill (S 205).

Others scheduled to appear include Sen. Lee Metcalf (D-Mont.); Joseph Baudino, vice president, Westinghouse Broadcasting Co.; Loren Stone, manager, KCTS (TV) Seattle, Wash.; John C. Schwarzwalder, manager, KTCA-TV

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Kintner

Earl W. Kintner, chairman of Federal Trade Commission during that agency's plunge into payola scandals and campaign against purported tainted tv demonstration commercials, to private law practice in Washington after successor, Paul Rand Dixon (BROADCASTING, Feb. 13), is sworn in, expected before end of March. Mr. Kintner, FTC career lawyer, joins Washington law firm of Berge, Fox & Arent, whose name will be changed to Fox, Arent, Kintner, Kahn & Plotkin. Last named is Harry Plotkin, former assistant general counsel of FCC who resigned in 1951 to join law firm of Arnold, Fortas & Porter (Paul Porter is former FCC chairman) and moved over to Berge firm in 1955.

William P. McSherry named to new job of national news editor for television of ABC News and **John Scali** Washington diplomatic correspondent. Mr. McSherry has been with ABC News since 1943 as writer and editor. In his new post he will coordinate expanded tv activities, reporting to John T. Madigan, ABC director of news and public affairs. John Scali joins ABC Washington Team (CLOSED CIRCUIT, Feb. 20) after 15 years as AP diplomatic reporter. He covered Eisenhower visits abroad, Khrushchev visits here and filed firsthand account of tv "Kitchen Debate" between Nixon and Khrushchev. Mr. Scali is past president of State Dept. Correspondents Assn.

Vernon Burns, vp of NTA International Inc., appointed general manager of National Telefilm Assoc., parent company, with responsibility over all NTA divisions. He represented NTA in England from 1955-58 and was placed in charge of NTA International's European Operations in 1958. Subsequently he was named vp of division. **Ted Steele,** general manager of WNTA-AM-FM New York, named vp in charge of these stations. He joined stations last year after many years as air personality. In addition to his duties at WNTA-AM-FM, Mr. Steele serves as host on two WNTA-TV programs, *Ted Steele Dance Party* and *Don't Call Us.* Earlier, Mr. Steele had been personality on WOR-AM-TV New York.

Mr. Dine

Josef C. Dine named director of information and special services, CBS News. Mr. Dine will maintain liaison with all CBS press information departments, while assisting in formulation of policies relating to information concerning CBS News. Mr. Dine has been associated with Pat McDermott & Co., pr firm. He previously headed his own pr firm, Dine & Kalmus, and from 1949 to 1952 was director of press department for NBC.

Mr. Mickelson

Sig Mickelson, resigned president of CBS News (BROADCASTING, Feb. 6), to Time Inc. Broadcasting Div., N. Y., to "assume broad responsibilities for Time Inc. plans in the fields of international broadcasting and broadcast news." Announcement by Time broadcasting vp Weston C. Pullen Jr. said Time has been actively looking into world broadcasting since last fall and cited Mr. Mickelson's activity in European broadcasting union over years. At Time he will coordinate with Frederick S. Gilbert, general manager of Time-Life Broadcast, and with overseas division of Time Inc. Move comes shortly after publisher's broadcast division opened New York news bureau under ex-NBC and CBS writer-producer Richard McCutchen to supplement Washington bureau headed by John W. Roberts. Mr. Mickelson had been with CBS 18 years when he left this month, starting at WCCO Minneapolis, then owned by network, and had headed CBS News Div. since 1954. He left after organizational change that placed CBS News under supervision of CBS Inc. Committee.

Stations owned by Time Inc. are KLZ-AM-TV Denver, WFBM-AM-FM-TV Indianapolis, WTCM-AM-TV Minneapolis and WOOD-AM-TV Grand Rapids, Mich.

For other personnel changes of the week see FATES & FORTUNES

Minneapolis-St. Paul; Mrs. R. Horning, Greater Cleveland Television Assn.; Morton Zimmerman, president, Electron Corp., Dallas, Tex.; Raymond Hurlbert, general manager, Alabama Educational Television Commission; Mrs. Edmund Campbell, Greater Washington Educational Television Assn.; Lawrence Dennis, chairman, Joint Council on Educational Television; Dr. Charles Bone, superintendent of public instruction, Pennsylvania; Dr. Earl Jorgensen, director, Montana Educational Television Project, Montana State U.; George Brain, superintendent of schools, Baltimore; and Mrs. Allyson Bell, legislative associate American Assn. of University Women.

NAB opposes UPI request

United Press International proposal to FCC asking 25 kc band reserved for UPI exclusively to cover special events (BROADCASTING, Feb. 6) aroused ire of NAB in comments filed Friday.

Frequencies requested (161.625-161.650 mc) are currently reserved for broadcasters' remotes. NAB said broadcasters need more frequencies, not less, in this area. Trade association pointed out UPI had cited only rare cases when it needed space and that it had got FCC special authority for those occasions. Broadcasters' need for this space is constant—particularly on special events occasions when remotes might conflict with UPI plans, NAB said.

Thomas asks am dropout

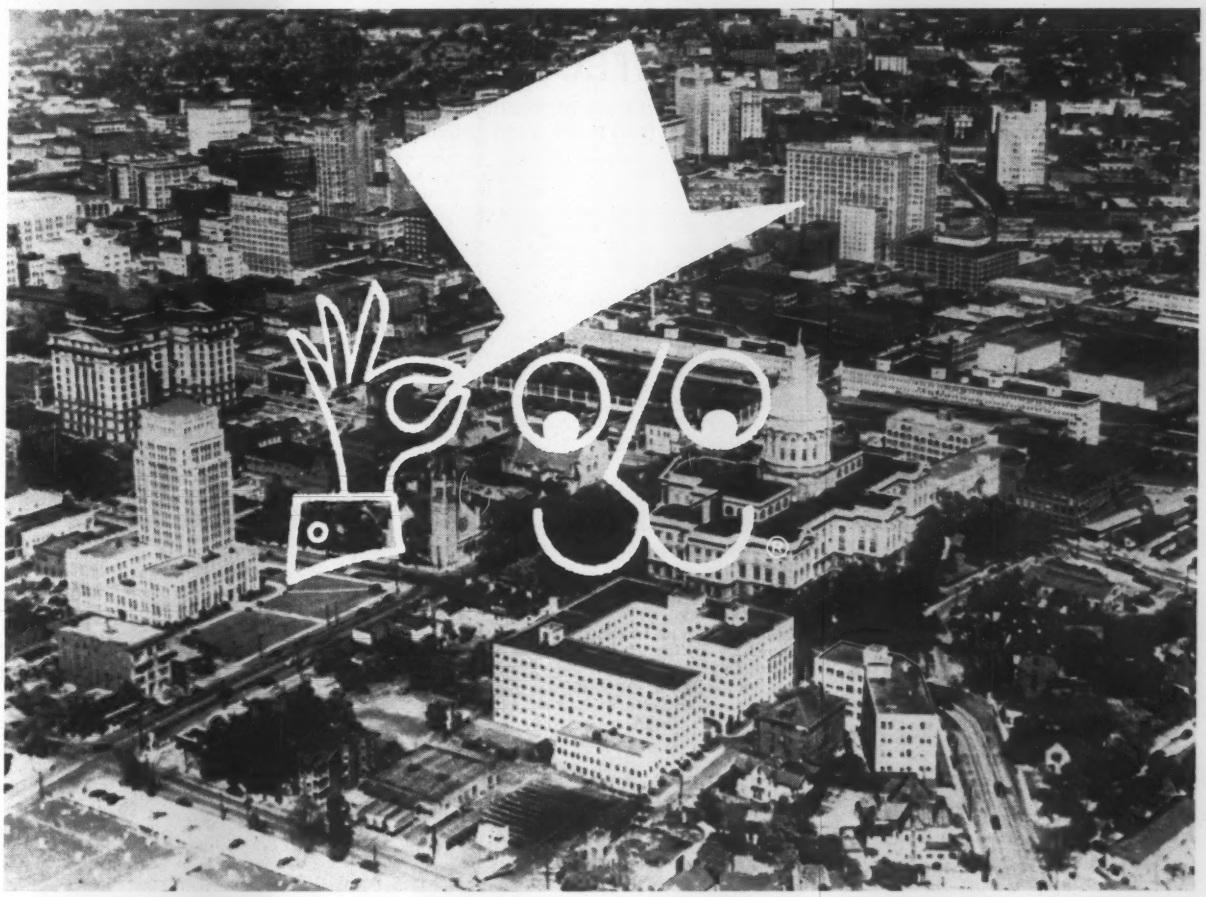
Applicant for 250 w daytimer in Greenville, Tenn. (1450 kc), Friday requested that his application be dismissed without prejudice and that his agreement for partial reimbursement by remaining applicant be approved.

Norman A. Thomas was party wishing to drop out of hearing. Agreement with Greene County Broadcasting Co. Inc. provides that $2,500 be paid him from some $4,000 of listed expenses.

Cowan group discusses $800,000 buy of WFDF

Negotiations are near agreement for sale of WFDF Flint, Mich., by Trebit Corp. to group headed by Daniel Cowan, New York investment banker, at price around $800,000.

Trebit is publicly held company, controlled by Harry M. Bitner Jr. and family. Bitner family at one time owned radio and tv stations in Indianapolis, Grand Rapids and Minneapolis, but sold them to Time Inc. in 1957 for record $15,750,000. WFDF was founded in 1922, operates on 910 kc with 5 kw day, 1 kw night, and is affiliated with NBC.



Esky greets John Blair and Company

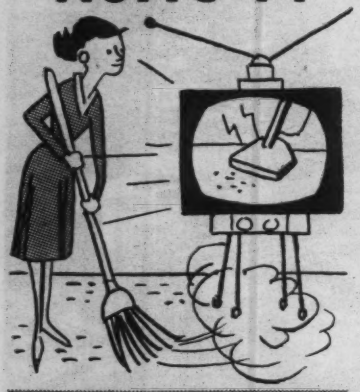
now national representatives for the voice of progressive Atlanta—

WQXI

Management looks at Atlanta . . . and marvels! One of America's ten fastest-growing cities. More than 400,000 pay-checks being distributed by Atlanta's 1675 industrial firms. Metro-area alone now far above the million-mark—and gaining month by month. ■ Forging ahead with the city is WQXI, Atlanta's record-breaking radio station. With a top team of air-personalities, and the reach of 5,000-watts at 790, WQXI reflects the inimitable know-how of Esquire in each phase of operation—including the famous Auditorials, saluted by The Atlanta Journal as "daringly different in the field of news." ■ Even the musical station ID's are by the gifted composer, Raymond Scott. Yes, it pays to schedule the station in tune with Atlanta today—the station that can step-up your share of this rapidly expanding market—WQXI. Call your John Blair man about it.

ESQUIRE RADIO WQXI ATLANTA

What they see on WJAC-TV



THEY BUY!

When you advertise your product on WJAC-TV, you can be sure people see it . . . and they'll buy it, too! Both ARB and Nielsen show WJAC-TV to be the number one station in the Johnstown-Altoona market, but statistics don't buy products . . . people do! WJAC-TV clients know that WJAC-TV gets action, turning viewers into buyers. If you're after people . . . purchasing people . . . pick WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

Feb. 26-March 1—**Pacific Electronic Trade Show.** Great Western Exhibit Center, Los Angeles (components show).

*Feb. 28—**ASCAP,** West Coast membership meeting. 4 p.m., Beverly Hilton Hotel, Beverly Hills, Calif.

Feb. 28—**Radio & Television Executives Society,** timebuying and selling seminar. 12:15 p.m., Hawaiian Room, Hotel Lexington, New York. "TV taboos." Stockton Helffrich, director of NAB tv code board, New York office.

Feb. 28—**American Marketing Assn.,** New York chapter, marketing workshop: new developments in analysis of marketing research data. Lever House auditorium, New York, 4 p.m.

MARCH

March 1—**San Francisco Advertising Club,** luncheon. Speaker: Leonard Goldenson, president American Broadcasting-Paramount Theatres on international broadcasting and its relations to world trade and the American economy.

March 3-4—**Vhf** translator conference sponsored by *DXing Horizons.* Hotel Utah, Salt Lake City.

March 3-4—**U. of Oklahoma** annual radio-tv conference and clinic. Norman, Okla.

*March 6 — **Hollywood Advertising Club,** luncheon meeting. Hollywood Roosevelt Hotel.

March 7—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Time buying and selling seminar.

*March 8 — **Hollywood Advertising Club,** workshop on "How to Make a Good Tv Commercial." Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

*March 8—**Publicity Club of Chicago,** Sheraton Towers, Chicago, 12 noon. Pierre Salinger, news secretary to President Kennedy, is guest speaker.

March 8—Resumption of **FCC** hearing on radio and tv network broadcasting, with Chief Hearing Examiner James D. Cunningham as presiding officer. Courtroom of U.S. Court of Appeals, U.S. Courthouse and Post Office Bldg., 312 N. Spring St., Los Angeles.

March 9—**Radio & Television Executives Society of New York** annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

March 13—New deadline for filing comments on **FCC** proposed rulemaking concerning requirements for frequency monitors. Replies due March 23.

March 13-15—**Canadian Assn. of Broadcasters,** convention. Hotel Vancouver, Vancouver, B.C., Canada.

March 14—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12,15 p.m. Speakers: Ben Strouse, general manager, WWDC Washington, D. C., and John McClay, general manager, WJZ-TV Baltimore. "Case histories of successful editorializing on radio and tv."

*March 15—**Bureau of Broadcast Measurement,** annual meeting. Hotel Vancouver, Vancouver, B. C., Canada.

*March 15-17—Spring conference, **Electronic Industries Assn.** Agenda includes seminars on military marketing, parts specification management on reliability, legislation concerning imports of foreign products. Government-Industry dinner, March 16, with Lt. Gen. Bernard A. Schriever, chief, Air Research & Development Command, as principal speaker. Statler-Hilton Hotel, Washington, D. C.

*March 15-18—**Assn. of National Advertisers,** annual West Coast meeting. Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

*March 16-21—**National Federation of Advertising Agencies,** annual management conference. Sahara Hotel, Las Vegas.

March 17-18—**Arkansas Broadcasters Assn.,** spring convention. Hotel Marion, Little Rock.

March 17-18—**Professional Advertising Club of Topeka** workshop and clinic. Washburn U., Topeka, Kan.

March 20-23—**Institute of Radio Engineers** International Convention. Program of 275 papers covering recent developments in fields of all 28 IRE professional groups will be presented in 54 sessions at Waldorf-Astoria Hotel and N.Y. Coliseum. Highlight of program will be special symposium on new energy sources, March 21, at Waldorf.

March 20-25—Third annual short course for newsmen in analysis and reporting of crime news, sponsored by **Northwestern U.'s** schools of journalism (Medill) and law, downtown campus, Chicago.

March 21—**Radio & Television Executives Society,** Hawaiian Room, Hotel Lexington, N. Y. 12:15 p.m. Martin Mayer, author is speaker.

*March 22—**Assn. of National Advertisers,** workshop on shows and exhibits. Hotel Plaza, New York City.

*March 24—**Alfred I. duPont Awards Foundation,** awards dinner. 7 p.m., Mayflower Hotel, Washington, D. C.

March 24—Advertising Forum, **Houston Advertising Club.** Shamrock-Hilton Hotel, Houston, Tex.

March 28—**American Marketing Assn.,** New York Chapter, marketing workshop: Report writing for management reading. Lever House auditorium, New York, 4 p.m.

March 31—Deadline for entries in **American Tv Commercials Festival.** Entries should be sent to Wallace A. Ross, festival director, 40 E. 49th St., New York 17.

APRIL

April 1—**FCC** deadline for applications for construction permits for authority to replace or modify temporarily authorized vhf tv broadcast repeater facilities.

April 1—Deadline for entries in the American Bar Assn.'s **Gavel Awards** competition given to tv, radio stations and newspapers in major cities for "outstanding contribution to public understanding of the American legal and judicial systems."

April 4-7—**Audio Engineering Society,** West Coast spring convention. Ambassador Hotel, Los Angeles.

April 5-7—**American Society for Testing Materials,** symposium on materials and electron device processing. Benjamin Franklin Hotel, Philadelphia, Pa.

April 6-8—**Montana Broadcasters Assn.** annual meeting. Billings, Mont.

*April 7-8—**New Mexico Broadcasters Assn.,** convention. Speakers include Howard Bell, NAB vice president for industry affairs. Angiers Motor Hotel, Farmington, N. M.

*April 7-8—**Southwest Assn. of Advertising Agencies,** annual convention. Mariott Motor Hotel, Dallas.

April 9-12—Fourth Public Service Programming Conference for broadcasting industry produced and sponsored by the **Westinghouse Broadcasting Co.** Pittsburgh-Hilton Hotel, Pittsburgh, Pa.

April 10-13—**National Premium Buyers**

RAB SALES CLINICS

April 3—Albuquerque, N.M.; Charlotte, N. C.
April 4, 5—Phoenix, Ariz.; Atlanta, Ga.
April 6—Los Angeles; Tampa, Fla.
April 7—Bakersfield, Calif.; Miami, Fla.
April 10—Baton Rouge, La.
April 10, 11—San Francisco.
April 11, 12—Fort Worth, Tex.
April 12, 13—Seattle, Wash.
April 13—Memphis, Tenn.
April 14—Nashville, Tenn.
April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.

Where was the Bell Telephone System

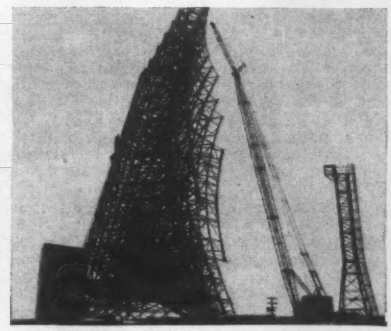
ON FRIDAY, AUGUST 12, 1960?

It was handling some 210,000,000 local and long distance conversations, plus about 5000 overseas calls.

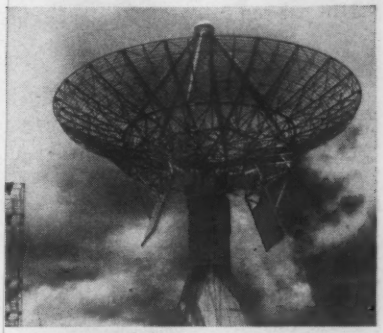
It was guiding Echo I into near-perfect orbit so Bell System scientists could make the world's first telephone call via satellite.

It was developing a world-wide communications system using satellites powered by the Solar Battery, a Bell System invention.

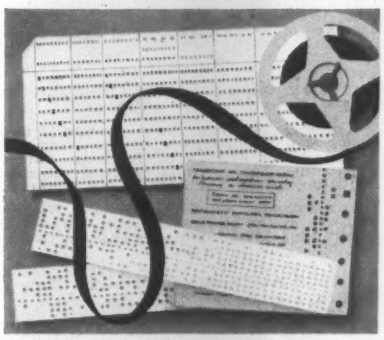
It was offering Bellboy personal signaling to more and more people. Device uses tiny Transistors, another Bell System invention.



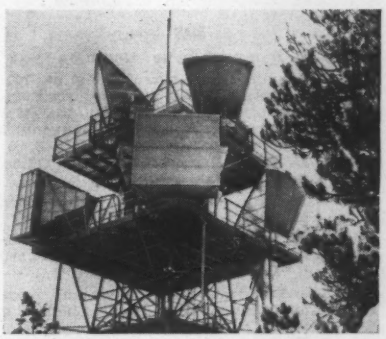
It was building fast, reliable communications for BMEWS—the nation's Ballistic Missile Early Warning System.



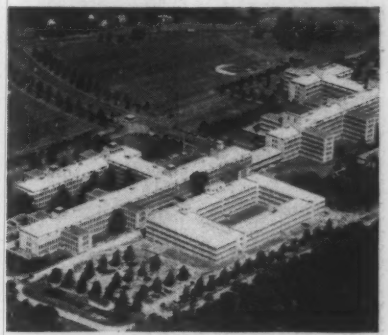
It was constructing a 'round-the-world communications system for America's first man (or woman) into orbit.



It was providing circuits for the speedy transmission of mountains of data for business and government.



It was providing thousands of miles of high-quality circuits for the country's local and network television programs.



And it was delving into innumerable fields of scientific inquiry at the largest industrial laboratories in the world.

It was at the scene of every major communications activity that day, as it is every day.

And for them all—communications on the ground, under the oceans, through the air, around the world—Bell Telephone people "wrote the book that everybody else uses."

How come? Because it's our job to be expert in universal communications.

You have a right to the best service in the world. *And you get it!*

BELL TELEPHONE SYSTEM *Pioneering in outer space to improve communications on earth*

HEALTHIER SALES

FOR YOUR RADIO STATION WITH AMERICA'S ONLY INTERNATIONAL HEALTH PROGRAM & PERSONALITY!

CARLTON FREDERICKS'

LIVING SHOULD BE FUN

Five 25-minute shows per week, offered exclusively on a one-station-per-market basis, with firm commitment from national advertiser to buy the Carlton Fredericks Show immediately on YOUR station.

America's Foremost Nutritionist
Carlton Fredericks, Ph.D.

Top National Advertisers BUY Carlton Fredericks' LIVING SHOULD BE FUN

Anbesol Antiseptic	Fels & Co.
Alcoa Wrap	Mountain Valley Water
Atlas Juicemaster	Real Lemon
Benson's Prune Malt	Vademecum Tooth Paste
Bovril	Vegamato
Buitoni Products	West Pine CN Plus
Eclipse Mattress	

Top Radio Stations SELL Carlton Fredericks' LIVING SHOULD BE FUN

WOR New York, N. Y.	KQAQ Austin, Minn.
WLW Cincinnati, Ohio	WTUX Wilmington, Del.
WGAR Cleveland, Ohio	WFMD Frederick, Md.
WCUM Cumberland, Md.	WLAK Lakeland, Fla.
WJTN Jamestown, N. Y.	KGB San Diego, Calif.
WDOE Dunkirk, N. Y.	WDEF Chattanooga, Tenn.
WGGO Salamanca, N. Y.	WDXR Paducah, Ky.
KTHS Little Rock, Ark	KFH Wichita, Kansas
KWKH Shreveport, La.	WWVA Wheeling, W. Va.
WAAP Peoria, Ill.	WLAV Grand Rapids, Mich.
WJMJ Philadelphia, Pa.	WRTA Altoona, Pa.
KGON Portland, Oregon	WMAL Washington, D. C.
WHAM Rochester, N. Y.	WENY Elmira, N. Y.
WIBX Utica, N. Y.	WJOY Burlington, Vt.
WBOF Norfolk, Va.	KXYZ Houston, Tex.
WKYW Louisville, Ky.	WFLA Tampa, Fla.
WNAC Boston, Mass.	WJMX Florence, S. Car.
WWL New Orleans, La.	WSOR Windsor, Conn.
KLZ Denver, Colo.	WAQE Baltimore, Md.
WTJS Jackson, Tenn.	WVMC Mt. Carmel, Ill.
KABC Los Angeles, Calif.	KPHO Phoenix, Ariz.
WJAN Ishpeming, Mich.	WRAM Monmouth, Ill.
WPAZ Pottstown, Pa.	WRSA Saratoga Springs, N. Y.
WVDH Gainesville, Fla.	

For complete information and audition tapes, write, wire or 'phone:

CF PRODUCTIONS, INC.
One Park Avenue N.Y. 16, N.Y.
MUrray Hill 5-8757

28th annual national exposition, Navy Pier, Chicago. Also Premium Adv. Assn. of America one-day conference, same site.

April 14-15—**Kansas Assn. of Radio Broadcasters** annual convention. Jayhawk Hotel, Topeka.

April 15—**West Virginia AP Broadcasters** meeting, Charleston.

April 15-16—**Mississippi Broadcasters Assn.**, spring convention. Buena Vista Hotel, Biloxi.

*April 16-19—**Assn. of National Advertisers**, spring meeting. Sheraton Park Hotel, Washington, D. C.

April 17—**Academy of Motion Picture Arts & Sciences** Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

*April 17-20—**International Advertising Assn.** Waldorf-Astoria Hotel, New York City.

April 20-21 — **Pennsylvania AP Broadcasters Assn.** Sheraton Hotel, Philadelphia.

April 20-22—**American Assn. of Advertising Agencies** annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—**Alabama Broadcasters Assn.** spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—**National Assn. of Educational Broadcasters**, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 24-28—**U. of Florida** third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—**American Marketing Assn.**, New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 26-28—Seventh Region Technical Conference, **Institute of Radio Engineers**. Hotel Westward Ho, Phoenix, Ariz.

April 26-29—**Institute for Education by Radio-Television, Deshler-Hilton Hotel, Columbus, Ohio.**

*April 28-30—**Alpha Delta Sigma**, professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 30-May 3—**U. S. Chamber of Commerce** annual convention, Washington.

MAY

May 1-31—**National Radio Month.**

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of **E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.**

*May 1-3—**Assn. of Canadian Advertisers.** Royal York Hotel, Toronto, Ont., Canada.

May 3—**Station Representatives Assn.**, Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—**American Public Relations Assn.** 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—**American Tv Commercials Festival**, Hotel Roosevelt, New York City, all day.

Advertising Federation of America 1961 Conventions

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.
April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.
April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

BROADCASTING PUBLICATIONS INC.

PRESIDENT ..... SOL TAISHOFF
VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
ASST. SEC.-TREAS. ..... LAWRENCE B. TAISHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taishoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
Edwin H. James

EDITORIAL DIRECTOR (NEW YORK)
Rufus Crater

MANAGING EDITOR
Art King

SENIOR EDITORS: J. Frank Beatty, Bruce Robertson (Hollywood), Frederick M. Fitzgerald, Earl B. Abrams, Lawrence Christopher (Chicago); ASSOCIATE EDITORS: Harold Hopkins, Dawson Nail; STAFF WRITERS: George W. Darlington, Malcolm Oettinger Jr., Leonard Zeidenberg, Sid Sussman; EDITORIAL ASSISTANTS: Bob Forbes, Patricia Funk, Merilyn Bean; SECRETARY TO THE PUBLISHER: Gladys Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
Maury Long

VICE PRESIDENT AND SALES MANAGER
Winfield R. Levi (New York)

ASSISTANT PUBLISHER
Lawrence B. Taishoff

SOUTHERN SALES MANAGER: Ed Sellers; PRODUCTION MANAGER: George L. Dant; TRAFFIC MANAGER: Harry Stevens; CLASSIFIED ADVERTISING: Doris Kelly; ADVERTISING ASSISTANTS: John Henner, Ada Michael, Peggy Longworth.

COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston; SECRETARY TO THE GENERAL MANAGER: Eleanor Schadi.

Circulation and Readers' Service

SUBSCRIPTION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANTS: David Cusick, Christine Harageones, Edith Liu, Burgess Hess, George Fernandez.
DIRECTOR OF PUBLICATIONS: John P. Cosgrove.

Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER; David W. Berlyn; ASSOCIATE EDITOR; Rocco Famighetti; ASSISTANT EDITOR: Jacqueline Eagle; STAFF WRITERS: Richard Erickson, Diane Halbert, Morris Gelman.

VICE PRESIDENT AND SALES MANAGER: Winfield R. Levi; SALES SERVICE MANAGER: Eleanor R. Manning; ADVERTISING ASSISTANTS: Donna Trolinger, Maria Sroka.

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office

Copyright 1961: Broadcasting Publications Inc.

IN RADIO IT'S THE...

SALES CLIMATE THAT COUNTS!

WPEN

MATURE, ESTABLISHED PERSONALITIES

•

EXCLUSIVE HELICOPTER TRAFFIC REPORTS

•

FIGHTING EDITORIALS

•

ADULT MUSIC

Certainly, we have respectable ratings to talk about — but so do many other stations. WPEN has a big plus that is shared by few other stations — the ideal selling climate. The WPEN advertising atmosphere is the product of responsible management who provides established selling personalities . . outstanding program features . . . and non-frantic music. Result: the best sound on WPEN is your commercial.

PHILADELPHIA

WPEN

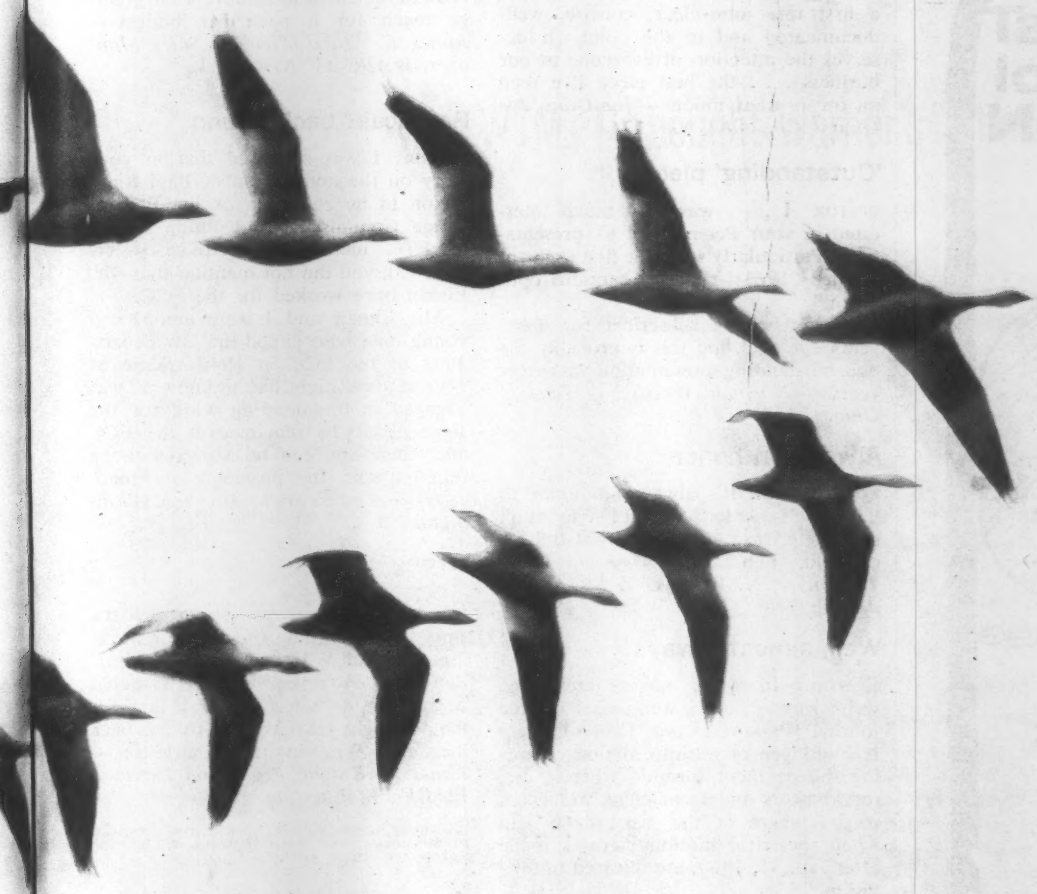
THE STATION OF THE STARS

CALL GILL-PERNA

WPEN

OUR BEST SOUND IS A RINGING CASH REGISTER

There is nothing harder to stop than a trend.



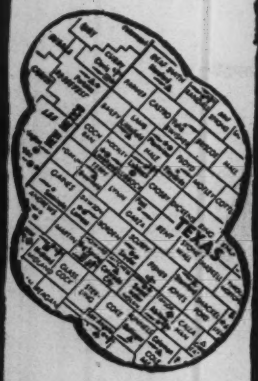
NETWORK	WEEKDAY AVERAGE RATING MONDAY THRU FRIDAY	OVER-ALL AVERAGE RATING FOR WEEK MONDAY THRU SUNDAY
ABC-TV	21.2	20.7
NET Y	17.0	19.5
NET Z	17.1	16.1

*Source: Program Appraisal Supplement to National NTI Report for 6 weeks ending February 5, 1961. Nielsen 24 Market TV Report, Average Audience Sunday 6:30-11 P.M. Monday through Saturday 7:30-11 P.M.

Each of the 6 Nielsen TV Reports* issued thus far in 1961 tell precisely the same story: ABC-TV is the strong network on week nights and the leading network all week.

The trend in '61 is very definitely to ABC-TV.

hottest Combination Yet!



1 purchase
1 film
1 billing

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KVER-TV
CLOVIS, NEW MEXICO

west texas television network

CBS

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

OPEN MIKE ®

Especially the fm

EDITOR: Perspective '61 was, as usual, a first rate job—clear, concise, well-documented and to the point. It deserves the attention of everyone in our business . . . the best piece I've seen on fm in many moons.—*Joe Gans, Joe Gans & Co., Adv., New York.*

'Outstanding' piece

EDITOR: I . . . was very much interested in your Perspective '61 presentation. Particularly so in the first segment entitled "1961: Year for cautious optimism."

I have been a subscriber for many years . . . and find this is probably the one outstanding presentation in recent years. — *Norman Weissman, Dayton, Ohio.*

Always an honor

EDITOR: . . . It's always an honor to have one's opinions valued ["Why don't stations tell how good they are?" BROADCASTING, Feb. 20].—*Alice J. Wolf, Timebuyer, N. W. Ayer & Son, Philadelphia.*

Well, almost always

EDITOR: In your always-interesting, well-written and well-edited trade journal [PROGRAMMING, Feb. 6], there is a smidgen of misinformation regarding the payment formula whereby actors, writers and technicians will get a modest share of the proceeds if and when theatrical motion pictures made after Jan. 31, 1960, are released to television.

The percentage to be received by each group is to be calculated on the distributors' gross receipts, minus a charge for distribution costs—not on the producers' sales price. The only exception to this formula is in the case of a producer making an outright sale direct to tv networks or stations in which event the charge for distribution costs is reduced 75%.—*E. T. Buck Harris, Public Relations Director, Screen Actors Guild.*

Elderly escalator

EDITOR: . . . You carried an article [BROADCAST ADVERTISING, Jan. 2] entitled "A rate card escalator." For your information, the basic concept of the "new" Young Tv rate card was started by WABC-TV in February 1956. We have continued to use this concept . . . since that time. For the past two or three years, some of the top tv representatives, such as Blair Tv, have been recommending the use of this concept . . . to all of their stations.

The station and the advertisers have found this type of rate card to be extremely satisfactory in that its flexibility enables the client to achieve a far greater reach for a particular budget.—*James E. Szabo, General Sales Manager, WABC-TV New York.*

Broadcast background

EDITOR: I was surprised that in your story on the nomination of Paul Rand Dixon to be chairman of the Federal Trade Commission and Philip Elman to FTC membership [GOVERNMENT, Feb. 13], you did not mention that Mr. Elman once worked for the FCC.

Mr. Elman and I were among ten young men who joined the law department of the FCC in 1940. Some of your readers might like to know he was engaged in broadcasting work for the short period he remained at the FCC and, therefore, can be expected to be familiar with the problems of broadcasters.—*Leo Resnick, Attorney, Washington, D. C.*

Wrong city

EDITOR: We appreciate very much the story . . . regarding the Weimer Packing Co. and WTRF-TV [THE MEDIA, Feb. 13]. However, we feel it should be brought to your attention that for the past eight years WTRF-TV has been located in Wheeling, not Charleston.—*James H. Knight, Promotion Director, WTRF-TV Wheeling, W. Va.*

[A busy reporter let his mind wander momentarily and with it went WTRF-TV. Sorry, we know better.]

Foreign language broadcasts

EDITOR: We have found your YEARBOOK to be of great assistance to us in compiling information about foreign language broadcasting. We would like to know how long you have included foreign language listings in your YEARBOOK? If the listing has not been continuous, could you tell us the years in which the listing did appear?—*Jack Victor, Research Assistant, Language Resources Project, University of Pennsylvania.*

[The foreign language programming data has appeared regularly in the BROADCASTING Yearbook • Marketbook since 1956. Copies of the 1956 edition are $4.00 each.]

Popular availability

EDITOR: Our *IRS Mailbox* series is running 13 weeks over 129 radio-tv stations in the Southwest—thanks to a recent mention of the series availability in your Program Notes [PROGRAMMING, Nov. 28, 1960].—*Elbert Haling, Special Assistant, U. S. Internal Revenue Service, Dallas, Tex.*

Why WTMJ-TV bought Warner's "Films of the 50's"

Says Robert J. Heiss

"Unlike some of the assortments we've bought in the past, we can say of these Warner features,

ALL QUALITY, NO RUBBISH

The fact that many films in this Seven Arts release also give us superb entertainment for our growing color TV audience is a fine plus that fits our policy of buying 'good box office' for all our programming."

Warner's Films of the 50's...
Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 5641 Charlestown Drive • ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

Robert J. Heiss
Manager of Radio & Television
WTMJ-TV, Milwaukee

MONDAY MEMO

from GEORGE F. WYLAND, group creative dir.—tv, Fuller & Smith & Ross

Music can have a special, selling language of its own

What will trigger the next important trend in television commercials? Very likely, music.

Music has contributed materially to most of the exciting things that have been done in our business. But the spotlight has been on the visual element, and music has yet to receive its deserved recognition.

This situation is earning some attention at present. At my urging, a special category for background music and jingles has been introduced in the judging of the upcoming American Television Commercials festival.

While this may serve as a beginning, it is apparent that a concern with music whenever the industry reviews and judges its achievements in the commercial field would be certain to encourage further exploration. This is one area of television commercials which, in broad terms, has perhaps the greatest possibilities for development.

Music's mounting role and impact in the tv commercial (and program) field can be compared in some ways to the effect and additive supplied by sound to the movie silents. Even before sound, music itself—the playing of a piano to heighten mood and provide background—could break the spell of indifference and unreality on the part of the theatre audience watching the silent screen.

Still Magic ▪ But even with the arrival of sound in motion picture presentation, music was sustained. It was obvious that words alone—a continuous flow of "natural" sound—could provide an unintended distraction to the action on the screen. Music, working its manifold magic, was in movies to stay.

Too frequently music is tacked onto a commercial as an afterthought—a four-second gesture to shorten copy. Even at that the musical touch can give a commercial a finished effect.

But when the production involves costly original music, most of which is buried in the final mix, or worse, the musical substance ends up fighting other elements, it is then that music becomes exposed to criticism that it is an expendable luxury.

Far from being a luxury, music is recognized for its contribution to the success of many film productions—theatrical and television. A prime example is *Peter Gunn* on ABC-TV.

Yet another illustration of how music can be a powerful factor in a network television program series:

The theme for *Alcoa Presents* was made into a long-playing record. More than 150,000 copies have been sold over the counter, a paid-for proof of the theme's effectiveness.

The use of music in film has very specific application to commercials. There are such key questions to be considered as:

When must mood or location be established and changed more quickly than in a commercial consisting of a sequence of vignettes? When does a mood need sustaining more than when it's time for a close-up of product? If we want to say "modern," is it not more effective to express it musically—as F&S&R did in a recent presentation of *Aluminum at Idlewild*—rather than have an announcer assert the claim in overworked expressions? If we must say "big," how much better to say it with music and picture, avoiding pompous words!

In thoughtful use of music in commercial production, the art form generally supports and reinforces other elements. The ultimate application of this kind is the dance commercial—whether the "dancers" are human or product, live or animated. Music by its versatility can provide counterpoint, can highlight by contrast, can take a dramatic part by giving expression to what otherwise is dull action on the screen. As a viewer, for a moment, think of the heightened possibilities for an advertiser's headache remedy commercial that has a happy, jangly background to the private discomfort of a specially created character.

At this agency, we used music to verbalize titles which told the story of a new Alcoa product, Colorib, in a basically simple commercial which won the Hollywood Advertising Club's international broadcasting award as the "best live action commercial, one minute or over." Of course the Colorib commercial was not designed to win prizes, but to tell a new story a new way, to let the form of presentation speak for the modern character of the product and its maker.

Its Own Sake ▪ Music houses themselves must share some responsibility for the limited use to which music has so often been put. Too often, to the music maker, it is music for music's sake. Basically, however, the fault lies with agency thinking—which treats music as a thing apart, keeping the people who are concerned with music out of the picture until all other elements in the production of a commercial are firmly locked down.

To be effective, music must be part of the creative concept, working side by side with copy and art, initiating as well as reinforcing ideas. The added enrichment of music can often result in economy of production and greater clarity of the spoken word.

A stock shot of a foggy London street can be romantic or mysterious, depending on the choice of chord. A table and two chairs, with the right scoring, becomes a bit of Paris. Music can make random pictures fall into place, relate, and create a whole thought or theme. We make frequent use of this approach when turning low-budget newsreel-type coverage of latest achievements in the use of aluminum, as in the Saturn rocket engine or the aircraft carrier *Enterprise,* into exciting, finished commercial presentations.

At F&S&R we think of music as a tool that can be used with precision to win attention and influence people. We are more concerned with audience response than frequency response. And we have found that extra production dollars will rarely buy more than when they are spent on music, used to its fullest advantage.

George Wyland started his ad career with Foote, Cone & Belding in 1947, following a stint as actor-writer-director. In 1952 he became radio-tv commercial producer at Leo Burnett and later program packager for NBC's "Home Show." He was manager, creative production, at Cockfield-Brown Co. in Toronto for five years before joining J. Walter Thompson in New York as writer-producer and commercial co-ordinator on the Ford "Startime" show. He went to Fuller & Smith & Ross, N. Y., in June 1960.

United Press Movietone News

supplies newsfilm

to more television stations

than all other services combined.

WeeReBeL is ON TOP!

DAY AND NIGHT
with
NIELSEN and ARB

in Georgia's
2nd MARKET

In the Nielsen Average Week, Nov-Dec 1960 WRBL-TV delivered MORE TOTAL HOMES than Station B . . .

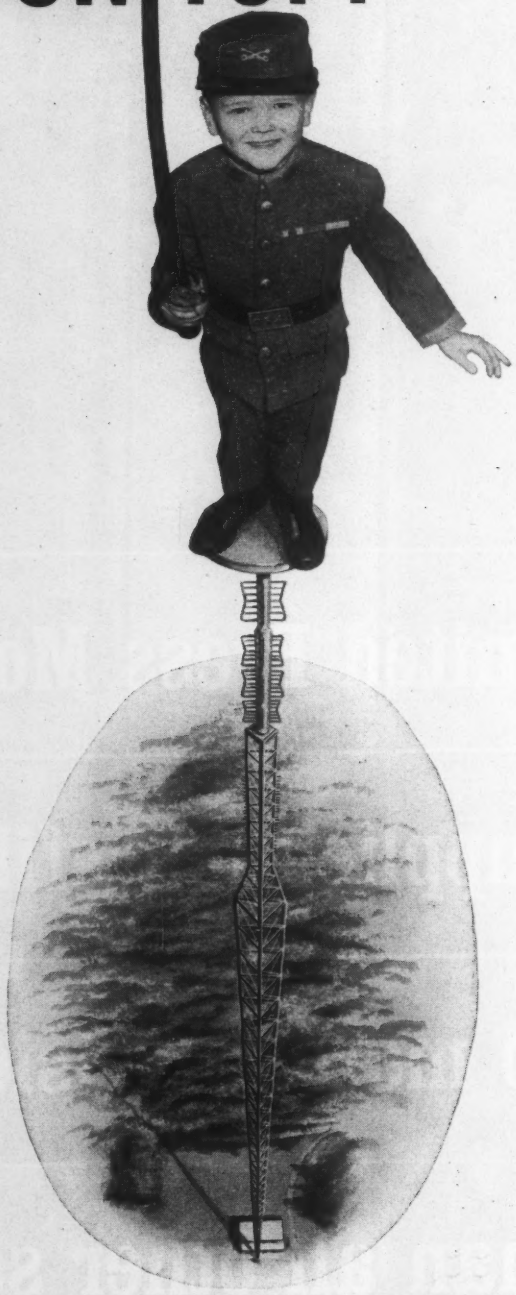
- 34 of top 35 once-a-week shows
- Top 20 multi-weekly shows
- 36 of 41 programs in prime nighttime, 7:30 to 11 PM
- 220 of 230 quarter-hours, Monday through Friday, strip programs from 8:00 AM to 7:30 PM
- 25 of 28 quarter-hours, 11 PM to Midnight

AND . . . The Two-Week ARB Report, November 1960 further confirms that WRBL-TV delivers MORE AUDIENCE than Station B . . .

- In 68½ of the 75 Nighttime Shows seen on Columbus Television, 7:30 to 11:00 PM, Sunday thru Saturday.

PROOF POSITIVE

that WRBL-TV dominates this key market, and is still, on ALL COUNTS, your best buy.



CALL HOLLINGBERY
for more information

COLUMBUS, GEORGIA
WRBL (CBS) **TV** Channel .. **3**

Affiliated with WRBL and WRBL-FM

WEEREBEL®

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
February 27, 1961 Vol. 60 No. 9

COLOR SPURRED BY ZENITH SUPPORT

Announcement of multihued-set line by largest volume maker indicates faith that this may be the year for breakthrough

Color television may remember 1961 as the year of the big breakthrough.

Zenith Radio Corp.'s announcement last Wednesday that it will enter the market this fall with a line of color receivers immediately spurred excitement and interest throughout the industry.

▪ RCA, and its corporal guard of color manufacturers (Admiral, Magnavox, Packard-Bell, Emerson-DuMont, Olympic) hailed the move as proof of the correctness of their judgment.

▪ Other manufacturers were not so moved; all, however, agreed that the impact of Zenith's entry into color tv must be considered of vital significance.

Zenith's step into the color picture is considered a major and dramatic step in the up-to-now, less than booming story of color tv production and sales. The reasons were obvious:

▪ Zenith has been acclaimed the top volume manufacturer in black and white television sets the past two years (more than a million each year). If Zenith has decided this is the year for color, it must be significant.

▪ RCA up to now has been the only major force behind color. But when a second major entity such as Zenith is added to help promote color, how far behind can others afford to be?

▪ Many in the black-and-white field feel the monochrome market is softening; it's on a slim profit margin diet now. Second-set promotions can't possibly cure the saturation sickness, "so where can we go except to color?"

▪ Color lends itself naturally to excitement and allure in promotion and merchandising and is such a glamorous companion for tie-in promotion with other lines such as fashions, home furnishings and the full range of consumer necessities such as foods and toiletries.

▪ Color sets cost two to two-and-one-half times as much as monochrome, hence manufacturer, distributor and dealer enjoy higher unit sale and larger profit margins. The mark-up margin is important to the trade; it enables extra working room for promotion funds and salesmen's incentive plans, as well as sales attractions such as more liberal trade-in allowances to prospective customers.

▪ Zenith's report gave new hope to those who profess that color tv will be the decade's multi-million dollar business that will help put America's economy back on its traditional firm foundation. The stock market reacted immediately. Although the big board was closed Wednesday when Zenith issued its short announcement, Zenith common jumped several points to close at 107 and three-quarters Thursday. Monday it closed at 105 and one-half and Tuesday 103 and one-half.

Some manufacturers were not so sanguine.

In essence those who failed to enthuse put it bluntly in a straight commercial, marketplace philosophy:

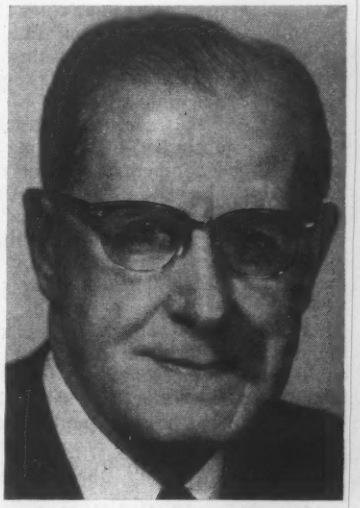
When the American consumer wants color tv, we'll give it to him. Until then, we'll play the waiting game.

All, however, agree that color tv may herald the next major thrust in television. The only difference of opinion occurs when the date is mentioned.

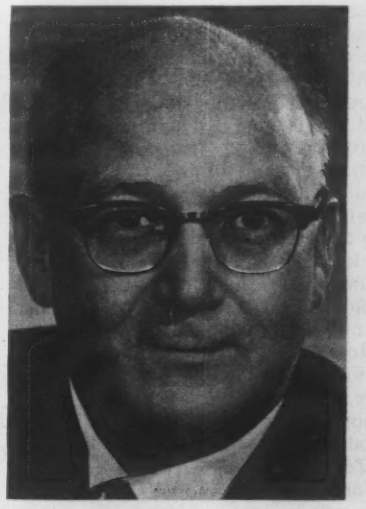
At present there is an estimated 600,000-650,000 color sets in the homes of the public, or in public places like restaurants, taverns and hotel and club lounges.

Production has, in the last two years, consistently inched upward, from the meager (compared to black-and-white production) 115,000 color receivers manufactured in 1959, to 150,000 in 1960. In 1961, it is estimated, manufacturers will top 200,000. This estimate was made before the Zenith entry was announced. The impact of Zenith's push may result in galvanizing additional producers to the end that more than a quarter of a million color sets may be made this year.

A basic consideration by those manufacturers who are reluctant to place color tv on their public shelves is this: Color tv will become a force in the marketplace when its price comes down somewhere near that of monochrome. Failing this, color tv must "oversell" black and white by some technical breakthrough which will give high level color tones, stable pictures and ease of



Zenith's Hugh Robertson said intensive research has gone into the new line of color sets. He promised improved performance and simplified operation.



RCA's John Burns said the entry of Zenith into the market indicates the rapidly mounting interest in color tv on the part of the public.

COLOR SPURRED BY ZENITH SUPPORT continued

tuning. When either of these happens, the public will gobble up color tv.

Net Programs Static ▪ Although NBC over the years has continuously presented a substantial lineup of color programs, it has never had the allies in the other two tv networks it hoped for. CBS has presented a number of specials in color in recent years (*Wizard of Oz, Danny Kaye,* for example) and a few of its regular programs (*Red Skelton*). ABC has maintained it will program in color when the public wants it (see box, this page).

The new Zenith color sets will include a number of technical innovations that were only outlined in general terms. The Chicago-based manufacturer declined to give full details so early. The sets will, however, incorporate a new Zenith-developed color demodulation system which employs a new tube invented by company engineers. Zenith will go into the market for its picture tube, a three-gun shadow mask tube, but probably also will manufacture its own version. The sets in console models probably will carry retail prices "above $600," Zenith said.

The Zenith announcement said the firm is "going into the color television business this fall, when it will introduce a line of completely new and unique color tv receivers."

Millions in Research ▪ Hugh Robertson, Zenith board chairman, said the new color receivers "are the result of the expenditure of millions of dollars over a period of eight years of intensive research and development work. Zenith's research has been aimed at improving the standards of both performance and reliability as well as simplification of use of the receiver in the home."

Mr. Robertson said complete details about technical innovations and styling will not be revealed until the sets are introduced in production quantities to distributors and dealers. He did mention that a new method of color demodulation has been developed, featuring a new tube. Chassis design will be horizontal with hand-wired circuits. Many models will feature Zenith's remote control ultrasonic "Space Command" device.

Joseph S. Wright, Zenith president, commented Thursday: "I think we will give color a big lift. We have always enjoyed a reputation for a quality product."

Zenith has shown its distributors color television prototypes for a "number of years," a Zenith source contributed.

What were the reactions from other manufacturers? RCA; "welcomed" Zenith's entry into color. John L. Burns, president of RCA, last Thursday said:

"The Radio Corporation of America welcomes the entry of Zenith into the color television field. Their announcement is further indication of the rapidly mounting interest in color tv on the part of the public, manufacturers, broadcasters, sponsors, distributors, and dealers during the last year.

"In announcing their color tv marketing plans, Zenith takes its place with six other important television manufacturers—RCA, Admiral, Emerson, Magnavox, Packard-Bell, and Olympic. In addition, Sylvania has said it is considering entrance into the field later this year.

"Color broadcasting is also on the increase, with NBC offering a daily schedule of network programs in color and more than 100 independent stations across the nation originating local color programs and color film presentations. We hope that, like the manufacturers, the other competing networks will join the march of progress in this great new industry.

"RCA and NBC, which introduced color television in 1954, have long felt that vigorous competition is not only healthy for the entire industry, but also in the best interests of the public."

RCA moved into the profit column in its color business last year for the first time, chalking up a net of more than $1 million.

Another RCA official commented Zenith's move is "highly significant" because "the competition will help to break this thing loose." He said, "This is what color has needed, another major manufacturer with the promotion resources comparable to RCA that they will put into it."

More Programming Needed ▪ An Admiral Corp. representative commented, "We're certainly glad to see Zenith come in. Now we'd like to see the other networks besides NBC come up with some good color programming."

Admiral color set sales last year were up 35% over 1959 and color sales for the first two months of this year are running ahead still more. Prices range from $595 to $895. Admiral went into color in late 1953, but dropped out in 1957 because of the poor market. It came back in 1959.

Magnavox is enjoying "very good sales this year" in color, a company spokesman said Thursday. Magnavox is in its fifth season with a color line that features the RCA chassis, but its own sound system and cabinets. The company had its best year in color to date in 1960. Color is still only a small fraction of the firm's total market however.

Emerson Radio & Phonograph Corp. produced its first color tv set more than seven years ago. Currently it manufactures both the Emerson and the Dumont color tv sets, all of which are console models selling for $750 to $800.

Benjamin Abrams, president of Emerson, "sees no reason for the pace of color set sales to accelerate greatly." He pointed out three requirements essential to increased sales: More color programming by all three networks; lower prices for color sets and more manufacturers to get on the bandwagon to stimulate more color promotion.

Olympic Radio & Television Corp. introduced its present line of console and three-way combination color tv models to the market in June 1960. The company's first color sets were made three years ago on a limited basis for showing to the trade only. Set prices start at $695 for the console and $995 for the combination model. While declining to reveal actual set sales, the company reports that sales of the combination model are about equal to sales of its highest priced black and white models.

Olympic welcomes the arrival of any new color tv manufacturer, according to Robert S. Burros, advertising manager, who said the promotion by competitors increases general interest in color tv and benefits all set makers.

No enthusiasm at ABC or CBS

Both ABC and CBS greeted the color flurry with less than enthusiastic hosannas.

ABC said it has no plans for colorcasting. A spokesman said the network is standing pat on its "official" position which it took some time ago. This is that when viewers show by their purchases of tv sets that they want color tv, ABC will start broadcasting color. He noted that ABC's studios in New York, Los Angeles and Chicago are equipped for color whenever the go-ahead is ordered.

CBS-TV also took the same position. There is no new policy on color, it said. CBS has programmed color broadcasts to a minor degree over the years, but has no plans to step up colorcasting.

There are more than 350 stations which are equipped to broadcast network color. Of these more than 100 can air color slides or film and nearly 40 can originate live color. There are plenty of color properties available from syndicators (BROADCASTING, Feb. 20).

wsb-tv
first in
king-size
feature
packages
in Atlanta!

Top movies (lots of them), well programmed, result in rating leadership for WSB-TV. Audience interest is excited by showcasing movies like "High and the Mighty" and Judy Garland's "A Star is Born"—series like "Best of Gable"—sneak previews and color premieres! Superior programming that's made possible by using Warner's "Films of the 50's", RKO's "Post-48's", MGM and Paramount libraries, Shirley Temple and Tarzan packages, and 20th Century Fox movies. This all adds up to king-size audiences for advertisers on WSB-TV.

CHANNEL 2
wsb-tv
ATLANTA

Represented by
Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

IN MADISON

1ST PLACE ABC-TV POWER

only on

WKOW TV

• Now in 1st place 6 p.m. to midnight (Mon. thru Fri.). WKOW-TV increased its share of audience by 32%. (ARB-Madison Metro—Nov. 1959; Nov. 1960).

• In just 12 months the 2nd station lost 12% and the third station lost 16% in share of audience.

• WKOW-TV noon to 3 p.m. increased by 33%; and from 3 p.m. to 6 p.m. audience doubled.

• 6 of the top 10 shows are on WKOW-TV.

• The audience has switched to WKOW-TV! Now is the time for you to consider and reconsider. For 1st place sales power switch your pitch to WKOW-TV.

WKOW-TV

and 10,000-watt WKOW-AM

TONY MOE,
Vice-Pres. and Gen. Mgr.
Represented nationally by
THE BOLLING CO.
In Minneapolis by
WAYNE EVANS & ASSOC.

MIDCO
Midcontinent Broadcasting Group
WKOW-AM and TV Madison • KELO-LAND TV and RADIO Sioux Falls, S. D. • WLOL-AM, FM Minneapolis-St. Paul • KSO RADIO Des Moines

COLOR SPURRED BY ZENITH SUPPORT continued

Packard-Bell Electronics Corp. has had color sets on the market as long as RCA. Using RCA components, Packard Bell designs their own chassis to combine with low-boy styling. "We've been selling color receivers as well as making them," a company spokesman said pointing out that last year Packard-Bell had 25% of total color sales in its territory (13 Western states and parts of Texas).

All P-B sets include remote tuning. They're priced competitively with other color sets which don't have color tuning, $875 for a console and $1,325 for a "home entertainment center" am-fm-tv-record player with complete stereo for all sound whether records, radio or tv).

Among the major manufacturers who are not including color tv in this fall's consumer products line (showings for the 1962 season will take place in June) are the following:

Tube's the Thing ▪ Motorola Inc., which has no color in its line now, was not quite so enthusiastic about the Zenith move. Motorola felt that Zenith is only doing now what it spent several million dollars to learn in 1955.

Edward R. Taylor, Motorola executive vice president, felt, however, Zenith "is going to contribute something to the progress of color." He said Motorola has no plans to re-enter color and probably will wait until a major technological breakthrough in the picture tube. He said this would have to be a single-gun tube.

The present three-gun picture tube, he explained, "means complex circuitry, which means high manufacturing cost and high selling cost, which means no mass market. And you need at least a million sets to make a mass market."

In 1955 Motorola introduced a color set using the CBS Hytron 19-inch picture tube. The next year the company switched to the RCA 21-inch tube. "We sold a few thousand in 1955, but it dwindled to only a few hundred in 1956 and 1957, so we just dropped out." another Motorola representative recalled.

Westinghouse, which included color tv receivers in its consumer line for three years (1955-57), has no immediate plans for a polychrome set in its 1962 family of tv receivers.

O. H. Yoxsimer, general manager of Westinghouse tv-radio division, said that Westinghouse is continuing its interest in color, but at this time only in the back rooms of its research and laboratory departments.

General Electric's S. Martin Fassler, marketing manager of the radio and television division, said that GE was showing an increasing interest in color but that there were no immediate plans to market a color receiver. There is none planned for the 1962 line, he said.

He recalled that GE came on the consumer market shortly after the FCC adopted color standards in 1952, but that the company omitted color sets from its line in 1956 and has had none since then.

GE, Mr. Fassler indicated, is working on color receiver development and is looking to a breakthrough in receiver design that will permit color receivers to be more competitive with black and white sets.

Sylvania Home Electronics Corp. has been seriously considering a return to color tv manufacturing this fall but as of last week had not made up its mind. Peter J. Grant, president of the Sylvania tv marketing subsidiary, said some weeks ago that the company had been taking a long new look at the questions of customer service, dealer and distributor profits and network programming. Sylvania made color sets in 1956 and 1957 but got out because it felt at the time there were not enough profits in the market for distributor, dealer and manufacturer.

Hoffman Electronics Corp. some years ago brought out a line of color sets, but they were too high priced to make sales count. A spokesman said Hoffman had no plans to go back into color until it can be competitively priced with black and white.

The most exciting retail activity came, as might be expected, from the Chicago marts.

Sol Polk, president of Polk Bros., expressed high enthusiasm over the Zenith announcement. Polk Bros. claims to be the largest retail seller of tv sets in the world. His Chicago-area chain has been a heavy color promoter for the past six years and is a heavy broadcast advertiser, with all tv commercials in color (MONDAY MEMO, Jan. 2).

Polk Bros. is in the midst of setting up "great color salons" in its stores to merchandise color even more effectively, Mr. Polk said. This chain has long used an economic incentive plan for its sales force to help push color. The new salons will carry every model of color set on the market, Mr. Polk said.

Marshall Field & Co., currently welcomes customers to its tv sales area with an operating RCA color set. It's the first thing to catch the eye. Field reported color sales considerably improved so far this year. Last year was a record year.

The Fair reported a waiting period for delivery of its Magnavox color sets because sales are "so very good." During the Christmas season color sales were "excellent," a salesman said.

WE'RE AT **FULL POWER** NOW IN BATON ROUGE!

Make "No. 9" a MUST For Your Lineup In The Mid-South's SPENDINGEST Market

WAFB-TV, First in TV in Baton Rouge, now has completed its switch to MAXIMUM POWER and MAXIMUM COVERAGE . . . with full 316,000 watts, and latest long-range RCA traveling-wave antenna.

Now we're putting a MAXIMUM SIGNAL over STILL MORE of the important Baton Rouge Area . . . where folks MAKE MORE and SPEND MORE (60th IN RETAIL SALES PER HOUSEHOLD in the 245 SRDS TV markets).

A FEW EXAMPLES OF BATON ROUGE SPENDING*

Furniture—Appliance—Household Sales	
107% above Louisiana, 80% above U. S. average	$ 17,851,000
Automotive Sales	
95% above Louisiana, 72% above U. S. average	$ 61,807,000
Retail Sales	
77% above Louisiana, 45% above U. S. average	$270,882,000
General Merchandise	
65% above Louisiana, 53% above U. S. average	$ 36,238,000
Food Sales	
61% above Louisiana, 19% above U. S. average	$53,187,000

*Sales Management "Survey of Buying Power"

Call BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
abc

WAFB TV CHANNEL 9
BATON ROUGE, LOUISIANA

Low cost of tv on a per-family basis

TVAR ANALYSIS SHOWS THAT IT AMOUNTS TO JUST $33.48 ANNUALLY

Pay-tv advocates are fired upon in a report prepared by Television Advertising Representatives Inc., New York, for distribution among the general and sales managers of Westinghouse Broadcasting stations. The ammunition: television expenditures per family, viewed as surprisingly low when related to the number of families served by the medium.

TvAR's analysis, based on 1959 FCC figures, latest available, shows the total amount spent for tv advertising coming to $33.48 per tv family. TvAR notes that $4,141 was spent in retail stores that year by the average family.

Said Larry Israel, vice president-general manager of TvAR: "It is hard to believe that any system of pay television could come even close to matching this low cost of toll-free television."

Investments in tv spot time by national and regional advertisers in 1959 amounted to $9.50 per tv family, based on a tv advertising volume of nearly $1.495 billion. According to TvAR, these outlays in general varied with the size of the market—the larger the market, the greater the outlay per family. In the 10 largest markets for which FCC figures were available, spot tv expenditures averaged $9.19 per video home. In markets below the "top 40" level the investment declined to a low of $5.32.

Despite the rep company's correlation between spot tv expenditures per household and market rank, there were wide variations within the various market groups. Miami, for example, 26th in market rank, was at the top of list with spot billings per tv family of $11.77. Market-by-market figures are attached to TvAR's report.

Mr. Israel reminded the WBC stations that the investment by television's advertisers ($33.48 per tv family) delivers service to the American public from three tv networks, local programming by network affiliates and independent-station programming in the four-or-more-station markets.

Dodge drops Welk show, may make tv cutback

Chrysler Motor Corp., Dodge Div., last week announced it is ending its six-year association with the *Lawrence Welk Show* on ABC-TV (Sat., 9-10 p.m.), effective June 10. Dodge has been spending about $3 million in sponsoring the program on an alternate week basis (with J. B. Williams Co.).

Dodge started to sponsor the Welk program in 1955 on a full-hour basis and since last June has been an alternate-week advertiser. It was understood that the decision to drop the program

The top spenders in network television

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION
Source: TvB/LNA-BAR

	November 1960	Jan.-Nov. 1960	Jan.-Nov. 1959
Agriculture & farming	$ 130,101	1,793,557	1,653,447
Apparel, footwear & accessories	1,247,549	8,012,996	6,304,625
Automotive, automotive accessories & equipment	5,451,951	50,465,581	42,835,733
Beer, wine	694,400	7,540,461	6,062,913
Building materials, equipment & fixtures	188,954	2,039,545	3,020,893
Confectionery & soft drinks	1,158,299	13,070,225	11,154,622
Consumer services	448,934	3,436,875	3,076,407
Drugs & remedies	7,702,547	75,910,863	67,392,211
Entertainment & amusement	30,656	897,963	383,278
Food & food products	11,115,626	104,359,303	102,802,118
Freight, industrial & agricultural development	53,470	350,270	348,127
Gasoline, lubricants & other fuels	1,326,070	14,051,495	8,459,113
Horticulture	....	371,250	249,608
Household equipment & supplies	3,169,795	28,427,728	27,793,351
Household furnishings	767,550	5,411,304	3,647,196
Industrial materials	2,006,069	21,470,865	18,791,712
Insurance	758,650	11,555,104	9,555,061
Jewelry, optical goods & cameras	2,152,821	11,904,481	11,628,311
Office equipment, stationery & writing supplies	558,261	3,454,798	3,932,009
Political	1,595,589	2,501,857	....
Publishing & media	342,421	2,140,677	5,261
Radio, tv sets, phonographs-musical instruments, accessories	444,159	4,964,706	5,002,516
Retail or direct by mail	30,725	124,126	....
Smoking materials	6,239,843	69,872,450	68,592,841
Soaps, cleansers & polishes	6,069,911	64,073,235	61,545,183
Sporting goods & toys	622,308	2,856,368	2,661,822
Toiletries & toilet goods	8,871,916	101,902,747	93,238,894
Travel hotels & resorts	....	765,173	1,067,535
Miscellaneous	803,182	7,960,244	7,437,274
TOTAL	$63,981,757	$621,686,247	$568,642,061

ESTIMATED EXPENDITURES
TOP 15 NETWORK COMPANY ADVERTISERS
Source: TvB/LNA-BAR

November 1960

1.	Procter & Gamble	$3,984,364
2.	American Home Products	2,725,163
3.	General Motors	2.381.978
4.	General Mills	2,059,744
5.	Lever Bros.	1,909,923
6.	Colgate-Palmolive	1,903,274
7.	R. J. Reynolds	1,582.277
8.	General Foods	1,363.546
9.	Westinghouse Electric	1.065 549
10.	Texaco	1,060,712
11.	Brown & Williamson	1,054,899
12.	Gillette	1,030,249
13.	Sterling Drug	1,016,067
14.	Ford Motor	944,566
15.	National Biscuit	944,000

ESTIMATED EXPENDITURES
TOP 15 NETWORK BRAND ADVERTISERS
Source: TvB/LNA-BAR

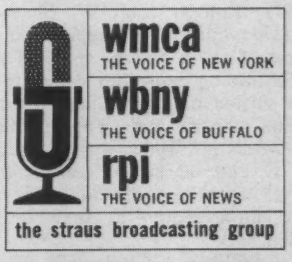
November 1960

1.	Anacin tablets	$952,607
2.	Winston cigarettes	636,932
3.	Salem cigarettes	577,531
4.	Colgate dental cream	571,923
5.	Polaroid Land camera	541,543
6.	Betty Crocker cake mixes	540,184
7.	Viceroy cigarettes	483,282
8.	L&M cigarettes	469,782
9.	Chevrolet passenger cars	457,141
10.	Tide	433,322
11.	Dristan tablets	432.379
12.	Ford passenger cars	417,306
13.	Bufferin	397,457
14.	Texaco (general promotion)	392,464
15.	Alka-Seltzer	388,974

In 1959, **wmca** 570 kc, ranked as one of the top three radio stations in **15 out of 30** regular New York rating reports. In 1960, **29 out of 30.***

*Hooper Radio Audience Index, Total Rated Time Periods—12 Reports/NSI, Mon-Sun, 6 am-12 Mid—6 Reports/Pulse, Mon-Fri, 6 am-12 Mid—12 Reports

59 60 61



was simply that the show "no longer is selling automobiles" for Dodge. In recent years, Dodge has made compact cars and more expensive automobiles and company executives reportedly felt that the program no longer was reaching the audience it needed.

D. W. Moore, Dodge's advertising director, said its future plans for advertising media will involve presentation in all media, including tv, but it is believed that a cut-back will be made in television. The agency for Dodge is BBDO, Detroit.

Chevy help wanted ads accentuate the positive

Cutting through the gloomy news of rising unemployment, Chevrolet Dealers of Southern California are devoting part of the commercial time on their evening tv newscasts to reading help wanted ads from "tomorrow morning's *Los Angeles Times*." "There's so much talk about layoffs, that it seemed like a good idea to point out that many employers are looking for help," Jess Johns, president, Eisaman, Johns & Laws, agency for the Chevy dealers, said when questioned about the campaign. He recalled that the association used a similar plan on radio during the recession of 1957 and said the current revival of the idea on tv had been suggested by a number of dealers who remembered the good effect it had had before.

The upbeat messages are seen and heard on the newcasts of George Putnam, KTTV (TV), Jack Lathan, KRCA (TV) and Baxter Ward, KCOP (TV), all Los Angeles, three evenings a week.

Business briefly...

John Morrell & Co. (Red Heart dog food) through John W. Shaw Adv., Chicago, currently is buying the second flight of radio and tv spots as part of a continuing campaign which this year has shifted major emphasis from print media to broadcast. The first flight of 13 weeks got under way last month in 19 tv and 40 radio markets using 7 to 15 spots a week in each market. Account executive at Shaw is Charles Allen.

United Airlines, through N. W. Ayer & Son, Philadelphia, on March 6 starts a 52-week contract to co-sponsor the Frank Goss 5:45-5:55 p.m. newscasts on an 18-station CRPN hookup. Farmers Insurance is the alternate sponsor.

Mother's Food Products Inc., Mother's Gefüllte Fish, Newark, N. J., will include spot campaigns on WPAT Paterson, N. J., and WABC New York in a Jewish Passover promotion campaign. Radio spots are scheduled Monday through Friday from the first week in March through April 10, when the schedule may be extended. Agency: Dunay, Hirsch & Lewis Inc., N. Y.

Procter & Gamble Co. will sponsor a newly-edited special repeat presentation of *How Tall Is a Giant* on NBC-TV March 23 (Thur. 7:30-8:30 p.m. EST). The portrayal of how a Monterrey, Mexico, team won the 1957 Little League World Series was first presented June 14, 1960, on NBC-TV. Tennessee Ernie Ford again will serve as host. Agency: Benton & Bowles Inc., N. Y.

Chock Full O' Nuts Corp., N. Y., which launched a heavy radio-tv spot campaign in New York on Feb. 19 to introduce its new instant coffee brand, will extend the "blockbuster" spot campaign in April to Albany, N .Y., Connecticut and New England. Minutes, 20's and IDs are being used. In time, the instant coffee brand will reach all markets which have distribution of the company's regular coffee brand. A copy point in the instant coffee commercials is the admission that regular coffee is better: ". . . [instant] is not as good as our regular coffee, even though it is made of the world's finest, most expensive coffee beans. . . ." Agency: Grey Adv., N. Y.

Vintner buys tv campaign

In a saturation campaign over WCBS-TV New York, United Vintners Inc., San Francisco, has bought a 19-week schedule to begin on Wednesday (March 1) that will spotlight the use of 1,310 ten-second announcements over the period. The purchase is in two cycles: for the first six weeks, the advertiser, on behalf of Petri wine, G&D Vermouth and Italian Swiss Colony wine, will utilize 110 ten-seconds per week; for the next 13 weeks, it will schedule 50 ten-second announcements per week, plus eight one-minute spots per week. The agency: Harrington & Miner, San Francisco.

Chun King's humor pays off

To long-faced detractors of humor in advertising, one advertiser has a cheerful comeback: Sales are up 40%.

That's the record so far this year in media markets for Chun King chow mein, as joyfully announced by Jeno F. Paulucci, president of the Duluth, Minn., food firm. He thought it appropriate to report progress after the Hollywood Advertising Club called a Chun King spot "the world's best radio commercial of 1960" (BROADCASTING, Feb. 13), the latest of several accolades by RAB and others.

Chun King commercials have been using a comic approach the past few seasons, beginning with tv animation, switching to live-action film last year and adding radio last fall. Freberg Ltd., Hollywood, has been handling production for BBDO, Chun King's agency.

The winning radio commercial, one of the first two transcriptions for the chow-mein canner, was a minute interview by Stan Freberg with a Chinaman who likes hotdogs. Another in the first batch of radio commercials established a questionable chow mein copy point being picked up from time to time in succeeding ET's, that "95% of the people in the USA don't eat it." (In actual fact, more than half the population does eat it; chow mein is a $30 million market, the manufacturer says, and much of it must belong to Chun King. Mr. Paulucci does not say how much, but his family of products—besides Chun King, the biggest brand, there are Jeno's Italian foods, pizza mix, frozen foods, Nokomis wild rice, Wilderness pie filling and Living Earth —did better than a $30 million sales volume last year.)

American Dollars ▪ Chun King is light-heartedly spending around $1 million for radio and tv in the year that began last fall ("more than the rest of the Oriental food industry combined"). The advertiser uses 25

Psychologist says agency must compete to thrive

Agencies that grow fast are those whose executive leadership is not afraid of tough personal competition with other agencies. Agencies that don't grow may have leadership afraid of personal competition.

These are the conclusions suggested by Dr. William H. Lundin, psychological consultant to several midwest advertising agencies and director of psychological Dynamics Inc., Chicago. He spoke Feb. 16 in New Orleans before the southwest regional conference of the American Assn. of Advertising Agencies.

Dr. Lundin said some agency executives "are afraid of competition" and this is why "many of the men who enter the service business do so to avoid the competitive struggle, preferring to render service to others rather than engage in the hand-to-hand combat which

Film frames from the commercials are used for postal promotion of tv schedules.

big markets around the country in both radio and tv lineups, running heavy schedules in two- to six-week flights. In addition, Chun King uses occasional early morning and late-night time on NBC-TV, section inserts in the *Reader's Digest* and small-space newspaper ads for special sales.

The company doesn't stop at handing the consumer a laugh, however. The advertising is conscientiously merchandised. In the summer of 1959, Mr. Paulucci sent private planes around to his media markets and invited the grocery trade inside to see an advance tv presentation he personally filmed. Stations traditionally cooperate to spread the advertising word to the trade and even have been moved to promote the commercials with newspaper tune-in advertising. Now Stan Freberg carries the merchandising ball, making conference calls to brokers and retailers, filming pitches and commercial previews. Teaser mailings from Chun King and stations also preview the spots.

Copy for the on-off radio-tv campaigns is changed often enough to keep the commercials from sounding like Joe Miller's joke book. Whether or not the audience is amused has not been established, but something has them in the supermarket aisles.

seems to characterize the business world." Once these individuals become executives and owners of agencies, he said, "they discover that competition in the service field is even worse than what exists elsewhere, for agency competition is personal competition, the very thing they have tried to avoid in choosing a career in advertising.

"The safety and isolation which existed for them as copywriters and art directors is torn away once the step is taken into the field of account handling and agency management. In short, they are stuck in a situation they never bargained for," Dr. Lundin said.

Agency appointments...

▪ Darling & Co., Chicago (fertilizers and soil builders), to Reinecke, Meyer & Finn, Chicago. Firm is using spots on seven radio stations in midwest marketing area, becomes first participating sponsor on *National Barn Dance* on WGN Chicago starting March 11.

▪ Parker Pen Co., Janesville, Wis., to Leo Burnett Co., Chicago. Parker severed relationship last fall with Tatham-Laird, Chicago. In interim Compton Adv. has serviced $3 million account. Compton also gives up to Burnett its activity in behalf of Parker's Eversharp brand.

▪ Nally Inc. (packaged food products), Tacoma, Wash., appoints Compton Adv., San Francisco.

How to cross-pollinate creative ad people

MJ&A TEAMWORK, TV HELPED SELL PONTIAC'S TEMPEST

Agency team effort is the story behind the sales success of Pontiac Motor Division's Tempest compact car.

Introduced late last fall, the four-cylinder Tempest has "captured 7% of the compact car market," and executives from MacManus, John & Adams Inc. told a timebuying and selling seminar of the Radio & Television Executives Society in New York last Tuesday (Feb. 21) how they turned the trick and how tv played a major role.

Robert E. Britton, vice president and executive director of marketing, media and research, and Robert S. Marker, vice president and director of creative service, mixed their remarks on the topic of "Making the Match—Media and Copy" with slides and tv commercial films.

At a time when "appeals must be directed at what is often a very small target," MacManus, John & Adams suggested meshing marketing, psychological, social and research sciences with artistic judgment. In brief, the agency's Tempest project was based on this three-point platform: "Find compatible people who appreciate the usefulness of all the tools of advertising, not just their own little specializations. Put these men together at the top, the initial planning stage. And cross-educate them continuously in one another's fields. Result: Better balanced agency services, better performing creative people."

Among the agency's media recommendations for Tempest was a series of commercials on Pontiac's participation in ABC-TV's *Surfside Six*, a program asknowledged as being "very good for the Tempest." Though dealers did not receive shipments of the automobile until mid-November, the first tv commercial was presented on the network Oct. 31, 1960. The agency was heartened to learn that subsequent tv commercial research showed a "49% recall" of that announcement. One of the slides shown last week pointed out the agency's claim that Tempest print ads and tv commercials "obtained the highest scores we have seen to date for any ads or commercials."

Campbell Soup opens labs

Heavy broadcast advertiser Campbell Soup Co., Camden, N. J., may reveal new commercial copy points as well as new food products in an expanded basic food research program getting underway at two new Food Science & Nutrition Lab structures, completed last week in Camden and Moorestown, N.J.

17 out of 30

Including top-rated shows of all kinds: eight comedies, three westerns, three variety programs, two suspense shows, one drama.

11 out of 20

Including five top-rated comedy programs (Nos. 5,10,11,14,18)—more than the other two networks combined.

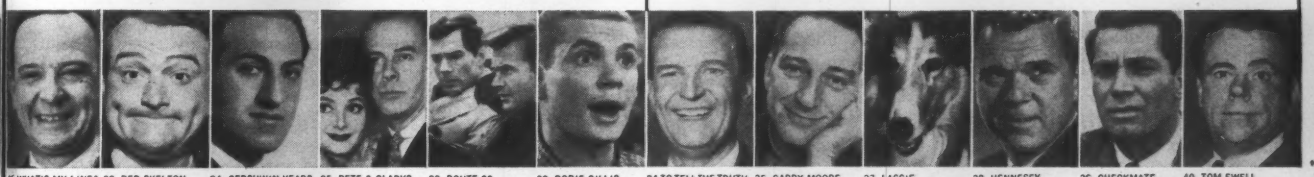
6 out of 10

Including television's top-rated show for more than four years (No. 1); television's most popular new show (No. 5); the show with the longest record of popularity in television (No. 9).

1. GUNSMOKE 4. RAWHIDE 5. CANDID CAMERA 6. HAVE GUN 9. ED SULLIVAN 10. DENNIS THE MENACE 11. ANDY GRIFFITH 14. JACK BENNY 17. G. E. THEATER 18. DANNY THOMAS 20. PERRY MASON

23 out of 40

The CBS Television Network presents more than half of Nielsen's top-rated shows—including six of the eight hits of the new season (pictures numbered 5, 11, 25, 29, 39, 40).



11. WHAT'S MY LINE? 22. RED SKELTON 24. GERSHWIN YEARS 25. PETE & GLADYS 29 ROUTE 66 30. DOBIE GILLIS 34. TO TELL THE TRUTH 35. GARRY MOORE 37 LASSIE 38 HENNESEY 39 CHECKMATE 40. TOM EWELL

This remarkable record, based on the latest nationwide Nielsen report, is actually an old story: Throughout the past 134 Nielsen reports issued since July 1955 the CBS Television Network has averaged 22 of the 40 top-rated programs.† In 100 of these reports it has presented more of the Top Ten than the other two networks combined. In sum, if you are an advertiser, producer, performer or viewer, the place to be is The CBS Television Network.*

CBS

**2nd January report. †Evening programs; average audience rating basis.*

Your Message Is
ALWAYS
ON TARGET
with

WSIX
TV 8

NO. 1 IN NASHVILLE*

BOTH NIELSEN and ARB REPORT
WSIX TV-8...No. 1 in NASHVILLE
6 to Midnight 7 days a week . . . with 15 of top 16 and 20 of top 25 Net Shows. *(Nov. 13 Nielsen 1960)

Again No. 1 in prime time . . . with 3 of top 5, and 7 of top 10 Net Shows. *(Nov. ARB 1960)

NASHVILLE . . . THE NATION'S 47TH TV MARKET . . .**
with 372,400 television homes.
**(Television Magazine Dec. 1960)

WSIX
TV 8
NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

ABC-TV says fall lineup already tops $73 million

The first dollar sign of a fast-breaking tv network selling season came last week from ABC-TV. The network's president, Oliver Treyz, asserted the network already has over $73 million in prime-time billings "sold" (that is, recorded on the books) for the new 1961-62 season.

Though Mr. Treyz did not refer to last year's pace, it was reported that ABC-TV's programming committed to advertisers at this time last year fell far short (as of March, the total stood at some $49 million). The entire prime-time schedule sold to advertisers this season represented some $160 million.

Among the blue-chip advertisers whose business accounts for the fat millions: Procter & Gamble, Lever Bros., American Home Products, Ralston, Aluminum Co. of America and Brown & Williamson Tobacco.

Also in advertising...

Sharp spending ▪ In 1960, the Gillette Co. spent 17% of its net sales or about $38.6 million on advertising throughout the world. Advertising expenditures incurred in the U. S. were larger in relation to sales than in other parts of the world. The Gillette Co., which includes the Gillette Safety Razor Co., The Toni Co. and The Paper Mate Co., enjoyed its most successful year in 1960 with net earnings reaching an all-time high at $37.123 million, surpassing by 19% earnings the previous year and net sales increasing by 7% over 1959, reaching a record $224.737 million.

Petry moves ▪ Edward Petry & Co., Radio Div., has moved to new and expanded quarters on the 11th floor of the building now occupied by the company at 3 E. 54th St. The telephone number will continue to be Murray Hill 8-0200.

International deal ▪ The affiliation of G. Street & Co. Ltd., London, and Kastor, Hilton, Chesley, Clifford & Atherton, New York, has been announced by both agencies Street, with a staff of over 260, maintains two offices in London, and offices in Leicester and Manchester, to serve clients through affiliates in Europe, Australia, New Zealand, South Africa, and Argentina. Kastor Hilton, which has a branch office in Toronto, stated the move will accommodate growing interest in European markets by clients, some of whom plan to establish manufacturing or marketing facilities there during 1961 and in the future.

Ad year reading ▪ "Advertising, What's In It For You," a 16-page booklet based on material supplied by Lawrence C. Gumbinner advertising agency, New York, has been published in a 40,000 run. It is aimed at eventual circulation of 400,000. The publisher is Employe Relations Inc., N. Y., which distributes publications to more than 400 offices and plants throughout the country. Sumner H. Wyman, vice president of Gumbinner, said his agency wanted to give a straightforward exposition of advertising's function to consumers. Written by Sy Ethan, Gumbinner account executive, the booklet backs up the story of advertising with an explanation of work by the Advertising Council and Advertising Federation of America, carrying the advertising year symbol and slogan, "Advertising Keeps Us Rolling."

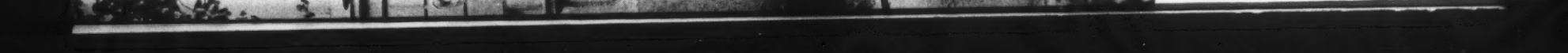
L&N expands ▪ Lennen & Newell Inc., N. Y., reports it has acquired Martin & Tuttle Inc., west coast advertising agency with billing of about $1 million and offices in Los Angeles and Seattle. This marks the second expansion in six months of L&N's four-office western division. It opened a branch in Honolulu in September 1960, and has offices in Los Angeles, San Francisco and Seattle.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Feb. 16-22 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thur., Feb. 16	**My Three Sons** (9 p.m.)	ABC-TV	27.3
Fri., Feb. 17	**Flintstones** (8:30 p.m.)	ABC-TV	26.2
Sat., Feb. 18	**Checkmate** (8:30 p.m.)	CBS-TV	22.1
Sun., Feb. 19	**Candid Camera** (10 p.m.)	CBS-TV	29.0
Mon., Feb. 20	**Pete and Gladys** (8 p.m.)	CBS-TV	19.2
	Surfside Six (8:30 p.m.)	ABC-TV	19.2
	Andy Griffith (9:30 p.m.)	CBS-TV	19.2
Tue., Feb. 21	**Red Skelton** (9:30 p.m.)	CBS-TV	26.1
Wed., Feb. 22	**Perry Como** (9 p.m.)	NBC-TV	22.4

Copyright 1961 American Research Bureau



Mid-city grass and trees. Spring brings strollers and their transistors back to Rittenhouse Square, one of the five original squares laid out by William Penn.

Sound of Spring: Soon high heels and shoes will be clicking on the bare pavement of Philadelphia's Rittenhouse Square, unmuffled by winter snow and ice. Another sound of Spring: The warming and enlightening voice of **WIP,** as active in the public weal in good weather as through Winter's many snow emergencies. A 40-year record of public service and Metropolitan's *fresh* concepts of service are rapidly moving **WIP** to the foremost audience position in Philadelphia. Advertisers are keeping pace with the times . . . on

WIP, Metrodelphia, Pa.

A station of the Metropolitan Broadcasting Corporation. **Harvey L. Glascock,** V.P. & General Manager. **H. D. (Bud) Neuwirth,** Sales Director. Represented nationally by **Edward Petry.**

TAFT STATIONS SWITCH TO ABC-TV

'Meteoric rise' in programming given as reason for move

Switch of the Taft Broadcasting Co. stations from affiliation with CBS-TV to ABC-TV was made last week. Effective April 30. WKRC-TV becomes ABC-TV's primary tv affiliate in Cincinnati, while Taft is giving notice of termination of a 12-year affiliation with CBS-TV in Cincinnati. Taft also will assign primary affiliations agreements with ABC-TV for two of its other stations: WBRC-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

WTVN (TV) Columbus, from its inception has been affiliated with ABC-TV, which was pointed to by Hulbert Taft Jr., president of Taft Broadcasting Co., as a favorable experience and partly responsible—along with ABC's "meteoric rise" in programming—for the changeover.

Mr. Taft said his company was "convinced its progressive improvement" of service in all three areas now would be "accelerated."

CBS-TV will affiliate with WCPO-TV Cincinnati. The station formerly carried ABC-TV programs.

Mort Watters, vice president and general manager of the WCPO stations, in announcing the termination of the contract said "WCPO-TV has been operating on a month-to-month basis with the network since Oct. 1. The disaffiliation comes as a result of WCPO-TV's unwillingness to accept the latest contract proposal of ABC-TV which was made by the network on Feb. 15."

$4 million offer to buy WNTA-TV called too low

An offer to buy WNTA-TV New York for $4 million and use it for a non-commercial educational television station was rejected by the station's management, it was reported last week. The offer was termed "inadequate" by station officials.

Howard Stark, a New York station broker, acknowledged that he had forwarded the proposal to WNTA-TV's management on behalf of a group of leading citizens in New York. He said he has been authorized to "offer more money at the proper time."

National Telefilm Assoc., owner of the station, announced several weeks ago that it was placing both WNTA-TV and WNTA up for sale in order to raise funds to retire short-term debts (BROADCASTING, Feb. 20). Reports circulated last week that NTA has placed a price of $7 million on WNTA-TV.

Ely A. Landau, who resigned from NTA as board chairman in order to bid for the station, was reported to be "confident" that he could form a syndicate to top the educational group's offer.

The group of citizens that hopes to buy the tv station is headed by Howard C. Sheperd, board chairman of the Greater New York Fund and retired chairman of the First National City Bank, New York. The National Educational Television & Radio Center has been assisting the citizens' group in planning for an educational tv outlet in New York.

Concluding the Taft-ABC-TV arrangements last week:

Seated are Julius Barnathan, vice president in charge of affiliated stations, ABC-TV (left), and Hulbert Taft Jr., president of Taft Broadcasting Co. Standing (left to right): Robert L. Coe, vice president in charge of station relations, ABC-TV; Robert Schlinkert, vice president, Birmingham Div., Taft Broadcasting Co. and general manager of WBRC-TV; Fred von Stade, general manager, WKYT (TV) Lexington, Ky.; Lawrence H. Rogers, II, vice president, Taft Broadcasting Co.; Sam T. Johnston, general manager, WKRC-TV Cincinnati, and David G. Taft, executive vice president of Taft.

AN ART, NOT A CRAFT

That's how NAB's Collins describes broadcasting

Broadcasting must be developed as a profession to reach "a pinnacle of responsibility we can all be proud of," NAB's Assn. of State Presidents was told Feb. 23 by NAB President LeRoy Collins at the concluding luncheon of the group's sixth annual Washington conference.

In a talk to state association officers representing 45 states, Gov. Collins described broadcasting "as an art, not a craft." He said that to deserve a professional status, the broadcaster "must give a full measure of his talent. He must recognize that his greater and greater power in a free society carries with it a greater and greater responsibility to serve."

Once again Gov. Collins made a reference to the role of networks in industry affairs. He told the state presidents broadcasting "doesn't belong to the networks, advertisers or rating firms but is theirs to build into a noble structure." In his Feb. 10 talk to the NAB board he had said NAB should be the industry voice rather than networks.

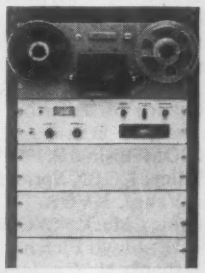
The nation's struggle for freedom can be successful, he said, "only with the aid of electronic communication. In foreign lands people who cannot read must be helped to understand freedom through words they can hear and pictures they can see. At home, through broadcasting, our democratic institutions can be strengthened to become vigorous, moving, achieving forces —or, by lethargic indifference or misuse, they can crumble away."

Looking at the practical side, Gov. Collins added, "The spirit I want to see can mean more profits to you . . . and can build broadcasting to a pin-

...FEATURES YOU NEED AND CAN AFFORD

Here in an Ampex under $1000 are all the features broadcasters have requested—combined in a professional recorder so compact it fits just 14 inches of rack space. The Ampex PR-10 offers complete remote control, full monitoring facilities, two professional speeds, optional self-threading, all-electric pushbutton controls, and new frictionless clutch system for gentle tape handling. Alignment controls are all accessible from the front panel, permitting simple installation and adjustment. All parts have been thoroughly life-tested to give broadcasters assurance of studio quality performance and low maintenance over a long life of continuous daily operation.

FEATURES AND ESSENTIAL DATA **PR-10-1 Monophonic** model ($845) available full track or half track—**PR-10-2 Stereo/Monophonic** model ($945) records and plays stereophonic, monophonic, sound-on-sound, cue track, selective track and two-microphone sound • Pushbutton controls of professional relay/solenoid type • Full remote control provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact electronics • Professional monitoring includes A-B switches, VU meters, and 600 ohm output circuits • Separate erase, record and play heads on individual mounts • Open fourth head position for optional 4-track or other playback head • Two speeds: 15 and 7½ ips or 7½ and 3¾ ips • Hysteresis synchronous motor • Proved electrodynamic clutch system for lowest flutter ever in a portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack mount • Dimensions for both models: 19″ w by 14″ h permitting easy replacement of many older rack recorders • Associated equipment includes a four-position stereo/mono mixer (MX-10) and a new 40 watt speaker-amplifier system (SA-10).



PR-10

Literature including specifications, features, benefits and applications available from Ampex. Write Dept.

ASK ABOUT THE NEW AMPEX FINANCE AND LEASE PLANS.

AMPEX PROFESSIONAL PRODUCTS COMPANY • *934 Charter St., Redwood City, Calif. • Ampex of Canada Ltd., Rexdale, Ontario.*

NAB state presidents in conference assembled

Forty-five state associations were represented Feb. 22-23 at the sixth annual conference of NAB State Assn. Presidents, held in Washington. Members conferred with the NAB staff and heard an address by President LeRoy Collins.

Row nearest camera (l to r): Richard M. Allerton, NAB research manager; Richard C. Johnson, KBOM Bismarck, N. D.; Donald C. Dailey, KGBX Springfield, Mo.; Fred L. Vance, KVOA-TV Tucson, Ariz.; Bernie Mack, WGIR Manchester, N. H.; Floyd Fletcher, WTVD (TV) Durham, N. C.; James H. Hulbert, NAB economics-labor relations manager; Douglas L. Manship, WBRZ-TV Baton Rouge, La.; Thomas Y. Gorman, WEEI Boston; Robert B. McConnell, WISH Indianapolis.

Second row: Virgil Trimm, WMTS Murfreesboro, Tenn.; Leslie E. Maupin, KPLM Minot, N. D.; Sherman K. Headley, WCCO-TV Minneapolis; William Shutts, KVOC Casper, Wyo.; M. F. Woodling, KHSL Chico, Calif.; William Morgan, KNOR Norman, Okla.; Ray VanHooser, KNED McAlester, Okla.; A. D. Smith Jr., WMTS Murfreesboro, Tenn.

Third row: Kenneth Hastie, WMT Cedar Rapids, Iowa; Fred L. Beard, WJDX Jackson, Miss.; Gordon L. Capps, KSRV Ontario, Ore.; Walter Dickson, WABI Bangor, Me.; William Carlisle, NAB station relations manager; Lloyd W. Dennis Jr., WTOP Washington; Harry Peck, KODY North Platte, Neb.; Carl V. Kolata, WTTN Watertown, Wis.; Hollis Seavey, NAB government relations; John Perry, NAB assistant to the president.

Fourth row: John Ellinger, WNAB Bridgeport, Conn.; George R. Dunham, WNBF Binghamton, N. Y.; Jess Jordan, WTBF Troy, Ala.; Gale Mix, KRPL Moscow, Idaho; Don DeGroot, WWJ Detroit; Ronald A. Murphy, Seattle; John F. Degnan, assistant to NAB radio vice president; Robert H. Warner, KMON Great Falls, Mont.; Douglas A. Anello, NAB chief counsel; Joseph S. Sinclair, WJAR-TV Providence, R. I.; Lee Ruwitch, WTVJ (TV) Miami.

Fifth row: Donald J. Horton, WVLK Lexington, Ky.; Milton J. Bergstein, WMAJ State College, Pa.; George W. Patton, WBML Macon, Ga.; Edwin E. Koepke, KDEN Denver; Thad M. Sandstrom, WIBW Topeka, Kan.; Vernon A. Nolte, WJBC Bloomington, Ill.; Gordon Sherman, WMAY Springfield, Ill.; Louis M. Neale Jr., WBEU Beaufort, S. C.; William E. Johnson, KYNT Yankton, S. D.

Sixth row: Harvey C. Smith, WDEL Wilmington, Del.; James Hairgrove, KBRZ Freeport, Tex.; Gene Hendryx, KVLF Alpine, Tex.; Ernest N. Thwaites, KFUN Las Vegas, N. M.; Mrs. Thwaites; Gene Trace, WBBW Youngstown, Ohio; Carlton Dargusch Jr., Columbus, Ohio; Harold B. McCarley, WBLE Batesville, Miss.; Julian F. Haas, KAGH Crossett, Ark.

Speakers table: Charles H. Tower, tv vice president; Edward H. Bronson and Stockton Helffrich, tv code directors; Howard H. Bell, affairs vice president John F. Meagher, radio vice president; Vincent T. Wasilewski, government affairs vice president; Charles M. Stone, radio code director; John M. Couric, public affairs manager.

nacle of responsibility we can all be proud of."

The presidents spent two days discussing all the problems that confront local broadcasters and their state associations, comparing ideas and matching methods.

Close attention was given state legislation. New York, for example, has a bill to establish the board of regents as a tv program licensing agency as well as one to set ground rules for rating services. Oregon, too, has a rating bill. Other problems dealt with advertising taxes, trading stamps (usually financed by retailers out of advertising budgets), FCC's field inspection of Florida stations, freedom of access to cover public events, contacts with state legislators, hurricane and tornado warning services, community identity, the radio and tv codes, and promotional methods.

Lee Ruwitch, WTVJ (TV) Miami, showed a station film covering last September's hurricane and described how the statewide hurricane warning service operates.

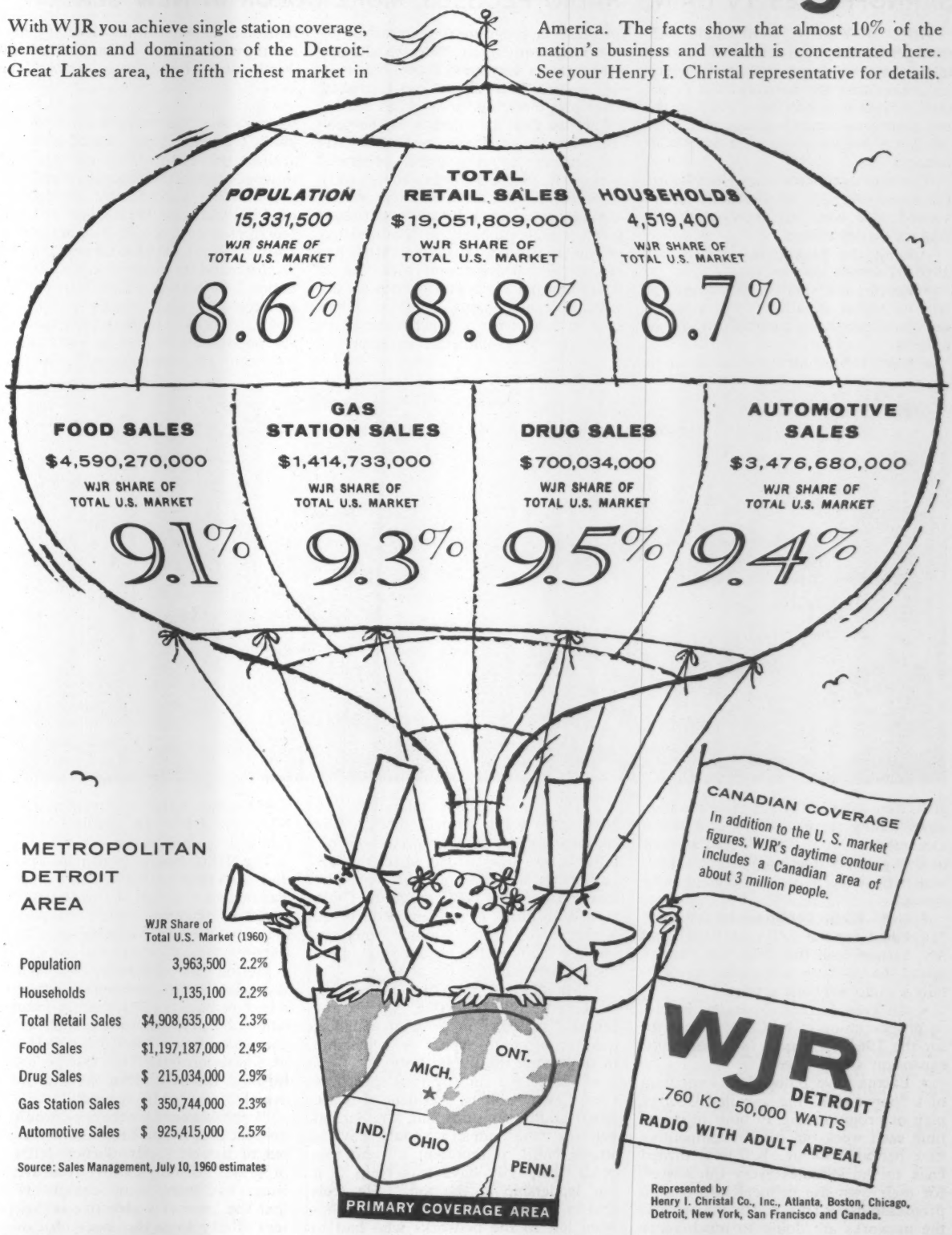
Mr. Ruwitch gave out copies of a station form providing a documentary report of a station's contact with community organizations and individuals. The form specifies date of contact, agency or individual, subject of contact, action taken and name of station individual. He explained the accumulated file provides proof that stations have been active in ascertaining program needs of the community. It covers "all interviews, phone calls, letters of correspondence, citations, activities in community affairs besides indicating if the contact was initiated by the station or an outside source." The filled-out forms are turned in to the station program director's office where the file is maintained.

NAB staff members took part in the two-day meeting. The final afternoon was devoted to informal sessions at NAB headquarters. State Presidents also took part in the Feb. 22 Voice of Democracy awards luncheon (see page 42).

5th market in America . . . and going up!

COVER IT WITH WJR

With WJR you achieve single station coverage, penetration and domination of the Detroit-Great Lakes area, the fifth richest market in America. The facts show that almost 10% of the nation's business and wealth is concentrated here. See your Henry I. Christal representative for details.



METROPOLITAN DETROIT AREA

		WJR Share of Total U.S. Market (1960)
Population	3,963,500	2.2%
Households	1,135,100	2.2%
Total Retail Sales	$4,908,635,000	2.3%
Food Sales	$1,197,187,000	2.4%
Drug Sales	$ 215,034,000	2.9%
Gas Station Sales	$ 350,744,000	2.3%
Automotive Sales	$ 925,415,000	2.5%

Source: Sales Management, July 10, 1960 estimates

CANADIAN COVERAGE

In addition to the U. S. market figures, WJR's daytime contour includes a Canadian area of about 3 million people.

WJR
DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

Represented by
Henry I. Christal Co., Inc., Atlanta, Boston, Chicago, Detroit, New York, San Francisco and Canada.

NBC profit momentum still building

SARNOFF SEES TV GAINS, RADIO PLUSSES, MORE COLOR IN NEW SEASON

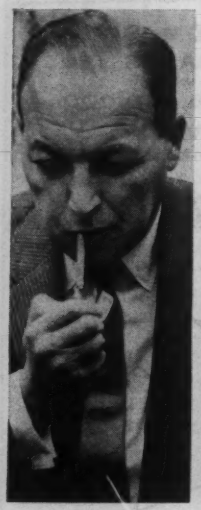
NBC is leading from and with strength at the approaches of a new television sales season, and there's every indication that the network will maintain a profit momentum in 1961, making it an even better business year than 1960, the biggest profit year in NBC's history.

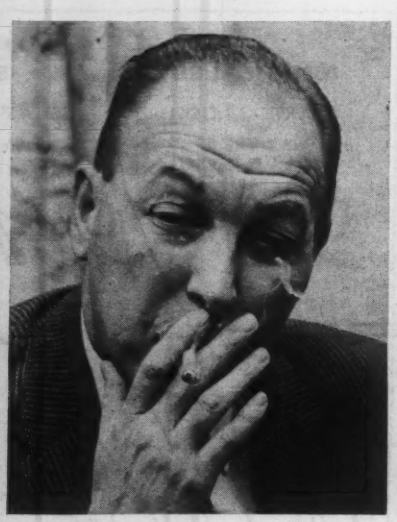
This bullish report comes from Board Chairman Robert W. Sarnoff, interviewed last week in New York by BROADCASTING editors.

Among the highlights of his pre-1961-62 season assessment:

▪ For the full year of 1961, business will be higher than in 1960, both for television generally and NBC-TV specifically.

▪ NBC-TV led all three networks in gross time sales in the last three monthly gross billing reports (October through December, 1960), a substantial amount of this gain coming from daytime sales which he expects to continue and increase.





▪ NBC Radio continues in the black (as it had for the full year 1960) and Mr. Sarnoff feels that NBC has "finally found the fundamental answer to maintain a radio network service."

▪ An even further expansion in color programming at NBC-TV is in sight for the 1961-62 season (also see color expansion story, page 23).

▪ Events have reduced to something of a "paper plan" the so-called Doerfer plan of programming an hour in prime time each week but in non-competitive time periods with one half-hour turned back to the affiliates every third week for their own use in local information programming. This is chiefly because the networks are doing so much more information programming anyway.

▪ Programming at NBC would appear to be in very good shape, balanced and varied. NBC always has furnished more programming for so-called minority groups than the interests of the general audience warranted and while critics continue to carp about programming, Mr. Sarnoff doubts there's any "disaffection" on the public's part.

▪ Pay television's future would seem to be limited probably to localized experiments and not much else. NBC has no pay-tv blueprint, and sticks to its belief that pay tv cannot be "successful" without cannibalizing free tv. "I've seen nothing to give much encouragement to the proponents, in terms of results."

▪ The international operations of NBC are "going strong" though "the competition is getting pretty keen." NBC is investing abroad where the law permits, is providing management services and is selling NBC programs (both tape and film). President Robert E. Kintner's current Latin American journey includes the objective of opening up new facilities for news.

▪ Mr. Sarnoff has "no qualms" in stacking up NBC's service "against any criteria," whether in program balance, quality, program types, or leadership in improving the public taste.

▪ The recent controversial speech of Gov. LeRoy Collins, president of NAB, needs additional study but Mr. Sarnoff believes "the industry should have a strong NAB to represent it" and that NAB "can only have leadership if it has leadership at the top." He feels that in the past, industry leadership has been left to the networks who had to represent themselves and were "perhaps the most articulate." (Mr. Collins' talk was critical of the programming level in tv.)

▪ It is not always (and in fact it is seldom) that the networks provide the public's general impression of television around the country. There are only three networks, they are large and they program big and so they are "singled out" but the usual impression is "what's fed from a station." A *Nation's Future* (NBC-TV information show), though programmed by a network, may lose its national value when some stations fail to clear it.

Mr. Sarnoff emphasized that a tv station can easily end up with an unbalanced schedule, though the networks—and here he bracketed both NBC and CBS—are feeding balanced fare.

The NBC board chairman asserted that the effect of Gov. Collins' speech was in fact to "alert stations as to their program structure," and, he specified, the network program is but part of the station's overall structure.

During the interview, Mr. Sarnoff was asked for his opinion on objections raised recently against certain interpretations by network shows, such as *The Untouchables* on ABC-TV, and *Harvest of Shame* on CBS-TV. Did he have a formula for NBC "for staying out of trouble?" Said Mr. Sarnoff:

"I think you (a network) would be unsuccessful if you programmed to stay out of trouble." Mr. Sarnoff felt most programs dealing with controversial issues will bring some complaints but that the network's objective is "to present all the facts our research can un-

cover and present them in such a way that the facts speak for themselves," a procedure, he noted, in use in the *White Paper* public information show.

In other areas covered by Mr. Sarnoff:

▪ Action-adventure seems to have the biggest hold at the moment in entertainment programming and while westerns would seem to be as popular as ever in the hour form, the half-hour westerns may be "having trouble."

▪ NBC sees no drastic changes in its selling pattern. Mr. Sarnoff does not expect any changes in daytime tv selling, though the network naturally is watching the effects of the CBS-TV move of selling minutes in its 10 a.m.-noon programming (plan went into effect on Feb. 13).

Mr. Sarnoff reflected that he did not think the CBS-TV plan "responsive" to competitive needs, and pointed out that a couple of years ago when NBC-TV was having its own daytime sales problems "we took our losses and poured our money into developing programs" so as to improve the salability.

As for the CBS-TV plan to add game shows in the daytime periods, Mr. Sarnoff emphasized that NBC had never ruled out game shows as such, and that the network always felt they could be policed and therefore kept in the schedule on that basis.

▪ There may be an increase in the three-network total of nighttime hours sold as participations (that is in one-third of hours) in the fall, but Mr. Sarnoff reminded, this was not to say that all new hour-long shows will be sold in this way.

▪ The new program prospect appears optimistic. Already buttoned up for the fall: A new Walt Disney hour in color at 7:30 Sunday, feature films at 9-11 p.m. Saturdays, an "important" new hour-long Dick Powell series; and an expectation of probably having a Mitch Miller and a new Dinah Shore (Chevrolet has dropped her show for next season) hour-long series. As to powerhouse carryovers, he pointed to *Wagon Train* and *Perry Como*.

There will be a continued and increased emphasis on news and public information shows (there seems to be a rise in public interest for these programs). In the specials category, Mr. Sarnoff predicts, there may be about the same level or just a few less entertainment shows but probably more information programs.

As to new programming forms, it would appear the networks are approaching something of a plateau, at least in black-and-white. It is a more mature medium. The networks now, he thinks, are faced with a constant search for improvement of substance within existing forms, while also looking for new forms. New programming was easier to formulate in the early days of television when everything was new. New forms will be developed in the future but they'll come occasionally.

The current business recession, Mr. Sarnoff reflected, is having some effect on tv both in network and in national spot with some advertisers exercising their rights under short-term commitment, "although I fully expect that they will be back in as we start the new season." Both tv in general and NBC in particular will be up this year over last.

Mr. Sarnoff paid special tribute to the radio network operation, asserting in part:

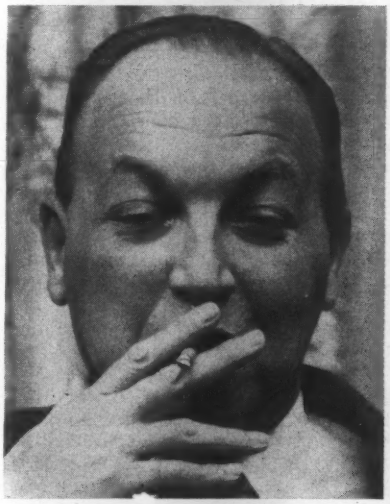
"I think we have finally found the fundamental answer to maintain a radio network service.

Pat on Back ▪ "You know, you might just give the boys a pat on the back, or the company a pat on the back. With all the brickbats you take sometimes for running a television network, there is very little recognition given to the fact that long, hard years of effort and a lot of money went into maintaining what is an important national service: the radio network. It would not have been hard to drop it.

". . . But it has helped our affiliates maintain their position in their communities. It has maintained a national service that can be called upon instantaneously; it has provided important news."

Some of that answer, Mr. Sarnoff said, lies in the increased emphasis placed on news with the news interest the "keystone" of the radio network, and on the facts that rates were not "depressed" while the conventional relationship of paid compensation to stations was supported.

Of the whole NBC "picture," Mr. Sarnoff concluded: "I think we are in the best position I have seen in a long time. With the new nighttime hits we expect to be coming in we ought to be in real top shape."



NBC's caballero

NBC President Robert E. Kintner prepared to reconnoiter expansion opportunities for NBC news and international business operations in Latin America. The itinerary: Caracas, Venezuela, to meet with the NBC representative there and William H. Phelps, owner of Radio Caracas; Buenos Aires, Argentina, where NBC also has a man, to see Curt Lowe and Ildefonso Recalde, owners of Station Cadete, an affiliate, and to Argentina's new station in Mar Del Plata; Rio de Janeiro and Brasilia, Brazil, to see the capital's new station. Mr. Kintner left earlier this month and plants to return March 5.

THE REACTION TO COLLINS' SPEECH

From Capitol Hill to Bismarck, it's generally favorable

The firm position taken by NAB President LeRoy Collins on behalf of improved programming, public service and industry unity has received favorable reaction from a cross-section of station, business and legislative interests.

Gov. Collins made his views dramatically clear in his first appearance before the NAB board, meeting Feb. 10 in Palm Springs, Calif. (BROADCASTING, Feb. 13, 20).

A sampling of presidents of state broadcasters associations, taken last week at NAB's annual presidential conference, showed general approval of Gov. Collins' leadership, with some awaiting actual performance of the new NAB administration.

Robert W. Sarnoff, NBC board chairman, said the industry needs strong leadership and a strong association. He noted that historically the networks have been forced to represent themselves. Gov. Collins told the board he felt NAB, rather than networks, should be the industry voice and he was critical of industry programming.

On Capitol Hill ▪ Three prominent legislators commented favorably on the talk, taking the position Gov. Collins appeared to be just the man to cure what they regarded as broadcasting's ills.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, who inserted the speech in the Congressional Record, said the address had "candor and courage." He added that "If the broadcasters of America heed the advice . . . in his speech, I feel they will move in the right direction in discharging the important public responsibility placed on their shoulders."

Sen. A. S. Mike Monroney (D-Okla.), a member of the Senate Commerce Committee, called the speech "the freshest breeze we have heard from the medium that monopolizes the recreation of so many Americans."

A frequent critic of television rating services, Sen. Monroney found particularly rewarding Gov. Collins' all-out criticism of that aspect of the industry. "I take my hat off to Mr. Collins," he said.

Sen. John Marshall Butler (R-Md.), another Commerce Committee member, found the speech a timely warning to an industry that "has shown recent signs of self-satisfaction." He said Gov. Collins' "plan of reorganization might help to produce" a universally respected spokesman and, in addition, "that articulate and persistent voice of conscience which is vital for the growth of every country and industry."

More Reaction ▪ Here are typical comments made to BROADCASTING by state association presidents:

Thad M. Sandstrom, WIBW-AM-TV Topeka, Kan.: "Broadcasting needs this kind of forceful leadership and broadcasters must wake up to a lot of these problems. Too many of them are not aware of community responsibility and the need for better programming. People aren't aware of the good programs on the air, creating a need for positive action."

Douglas L. Manship, WBRZ-TV Baton Rouge, La.: "I'm glad we're on the offensive instead of the defensive, for a change."

Floyd Fletcher, WTVD (TV) Durham, N. C.: "He took a very positive position, and did what we ought to be doing. The industry needs a strong program indicating what we are doing and our potential."

Lee Ruwitch, WTVJ (TV) Miami: "His talk was candid and forthright, showing a keen sensitivity to our problems. We can't wash away our troubles. It's better to be honest with ourselves."

Richard C. Johnson, KBOM Bismarck, N. D.: "If he can effectively implement the course he has laid out, we'll be on the right road."

Harold B. McCarley, WBLE Batesville, Miss.: "I believe he will lead broadcasters and the NAB with a full understanding of the industry problems. He has proven his ability as a leader."

Thomas Y. Gorman, WEEI Boston: "Excellent. This type of positive approach is what we need. A concerted broadcasting front will bring better recognition."

Robert C. Walker, WCHV Charlottesville, Va.: "An outstanding address. He said some things that will make people sit up and take notice. Broadcasters who have their hearts in the industry should be pleased with it."

A. D. Smith Jr., WMTS Murfreesboro, Tenn.: "I'm convinced he'll be a good leader and good for the industry."

In a letter to BROADCASTING, an independent operator, Stephen A. Cisler, WLVL (FM) Louisville, said: "For the first time it has been suggested by a top NAB official that the organization start representing the stations and not just the networks . . . I propose that those of us who have remained outside the NAB now get behind President Collins by becoming active members where possible."

From far Hawaii came the winner of the annual Voice of Democracy broadcast script competition, Carol Ogata of Pahoa, Island of Hawaii. Miss Ogata received her award at the VOD luncheon held Feb. 22 in Washington. L to r: L. Berkley Davis, General Electric Co., president of Electronic Industries Assn.; LeRoy Collins, NAB president and Miss Ogata.

Hawaiian girl wins Voice of Democracy

Fifty-one winners of Voice of Democracy statewide broadcast scriptwriting contests received their awards and all-expense Washington trips last week, winding up with the annual luncheon held Feb. 22 at the Statler Hilton Hotel.

All winners made it to Washington despite airline strikes and bad weather. Carol Ogata, of Pahoa, Hawaii, named top winner, was grounded when she reached the West Coast but friendly travelers gave up air accommodations to help her reach Washington.

Miss Ogata was awarded a $1,500 scholarship. Second winner was Miss Briony Sharman, of Peterborough, England, an exchange student who won the New York State contest. She received a $1,000 scholarship. The other two finalists were Joseph G. Quill Jr., Raynham, Mass., $750 scholarship and William C. S. Mays III, Providence, R. I., $500 scholarship. The four finalists received gold recordings of their winning scripts on the theme, "I Speak for Democracy."

LeRoy Collins, NAB president, presided at the awards luncheon. Participants in award ceremonies included Associate Supreme Court Justice Tom C. Clark; L. Berkley Davis, General Electric Co., president of Electronic Industries Assn.; T. C. Connell, commander-in-chief, Veterans of Foreign Wars; Wayne O. Reed, deputy U. S. Commissioner of Education; FCC Chairman Frederick W. Ford, and Dr. Ellsworth Tompkins, executive secretary of the National Assn. of Secondary School Principals.

The contest is jointly sponsored by state broadcaster associations, NAB, EIA, and the VFW. A board of judges selected the four finalists.

u.a.a.

CON
GRA
TUL
ATES

WCBS-TV ON THE
10th ANNIVERSARY
OF THE LATE SHOW

AND IS PROUD TO HAVE CONTRIBUT-
ED THE TOP-RATED FEATURE FILM ON
FOUR OF THE SEVEN NIGHTS OF THE
WEEK DURING THE PAST 5 YEARS A.R.B.

Highest rated of all Sunday nights:
"VICE SQUAD"
Starring Edward G. Robinson and
Paulette Goddard — United Artists

Highest rated of all Monday nights:
"FIGHTING 69th"
Starring James Cagney and
Pat O'Brien — Warner Bros.

Highest rated of all Thursday nights:
"OKLAHOMA KID"
Starring James Cagney and
Humphrey Bogart — Warner Bros.

Highest rated of all Friday nights:
"POSSESSED"
Starring Van Heflin and
Joan Crawford — Warner Bros.

U.A.A. can help your station achieve
the kind of lasting success
enjoyed by this popular and
profitable program. Write or wire.....

u.a.a. UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800
CHICAGO 75 E. Wacker Dr., DE 2-2030
DALLAS 1511 Bryan St., RI 7-8553
LOS ANGELES 1041 N. Formosa Ave., HO 7-5111

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KIOA Des Moines, Iowa: Sold by Lester Kamin to W. Clark Swanson, George A. Bolas, Robert A. Hall and William E. Worthing for over $600,000. Mr. Bolas is Chicago advertising executive; others are businessmen. Mr. Kamin retains KAKC Tulsa and KBKC Mission, Kan.; he bought KIOA in 1957 for $185,000. KIOA operates with 10 kw day, 5 kw night on 940 kc and is affiliated with MBS. Blackburn & Co. acted as consultants in this transaction.

▪ WMET-AM-FM Miami Beach, Fla.: Sold by James R. Williams and associates to George I. Norman and Cloyd Wangsgard for $250,000. Mr. Norman owns KSVN Ogden, Utah and has an interest in KTWL Golden, Colo. Mr. Wangsgard is an accountant. The Williams group acquired the station in 1958 for $150,000. WMET is 250 w on 1490 kc; WMET-FM operates on 93.3 mc with 13 kw. Broker was Paul H. Chapman Co.

▪ KRES St. Joseph, Mo.: Sold by Jock MacGregor and Raymond J. Cheney to Earl F. Hash, Charles Cutler, and Mrs. Mabel E. Perry for $115,000. Mr. Hash owns WTMT Louisville, Ky. KRES is 5 kw on 1550 kc, affiliated with MBS. Broker was Hamilton-Landis & Assoc.

▪ WBAZ Kingston, N.Y.: Sold by Austin Harkins to Olin Tice and George Bryan for $104,500. Mr. Tice controls WKEN Dover, Del.; WCAY Columbia and WMYB Myrtle Beach, both South Carolina; WKTC Charlotte, N.C., and is half-owner of WBBQ Augusta, Ga. WBAZ is 500 w daytimer on 1550 kc. Broker was Edwin Tornberg & Co.

▪ WEMB Erwin, Tenn.: Sold by Max Blackemore to V.F. and H. E. Jackson and James E. True Jr. for $55,000. Mr. True formerly was a broadcasting station executive in southwestern Virginia; Messrs. Jackson are in oil distribution and in the retail hardware and furniture businesses. Mr. Blakemore is 50% owner of WCVP Murphy, N.C. WEMB is 5 kw day on 1420 kc. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 76).

Roy Danish, assistant director of the Television Information Office, discusses program notes with Mrs. Dorothy Klock, acting director of broadcasting for the New York Board of Education, before the opening of the first session Feb. 16, of a 15-session comprehensive course on television offered by the city's school system at the Donnell Library Center. Entitled "Television in Today's World," the in-service course is being taken by some 260 New York City school teachers for their general instruction and to help them direct students to more discriminating tv viewing.

▪ WRIB Providence, R.I.: Sold by Frank and John Roa and Irma Pace to Paul J. Perreault and associates for $225,000 and agreement not to compete.

▪ KFST Fort Stockton, Tex.: 55% interest sold by George, Frank and Emily Baker to Billy H. Hubbs, Kenneth Z. Bond and Rex L. Billingsley for $37,750. Mr. Hubbs and father, Barney Hubbs, have interests in KIUN Pecos, KVLF Alpine, both Texas. Mr. Hubbs Sr. has interest in KVFC Cortez, Colo.

Bartell group buys control of Macfadden

The Bartell Broadcasting Corp. has acquired control of 62-year-old Macfadden Publications Inc., it was announced last week by Irving S. Manheimer, Macfadden board chairman. Bartell and others paid approximately $1.5 million for 30% of Macfadden.

At a special meeting of the company's board of directors, Gerald A. Bartell was elected president, replacing Mr. Manheimer, who was named chairman; Lee Bartell was elected secretary. The Bartell brothers were elected to the Macfadden board, replacing A. A. Whit-

Outstanding Exclusive Broadcast Properties

This is a powerful 24-hour operation in a solid top-100 market. Area is growing fast and has a good diversified economy. Large cash requirement with a 6 year payout at 6%.	CENTRAL $400,000
Daytime property in an excellent market that has a high income standard. Heavy cash requirement. Negotiable terms and down payment.	TEXAS $160,000
A good 250 watt fulltime facility along with a popular FM. Market is an established metropolitan area. Combination operation with real estate. Liberal payout.	SOUTH $150,000

BLACKBURN & Company, Inc.
RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

ford and Edward McSweeney. Mr. Manheimer will continue actively with the company. No other personnel changes were contemplated.

Macfadden Publications publishes *True Story, Photoplay, Tv Radio Mirror, True Love, True Experience, True Romance, Sport, Saga, Climax, True Detective* and several annuals and paperback books. Bartell Broadcasting owns and operates WADO New York, WOKY Milwaukee, KYA San Franciso, KCBQ San Diego and also controls and operates three television stations in the Dutch West Indies.

ITALIANS TO PICKET

They're still dissatisfied with ABC's 'Untouchables'

In a stormy meeting held on Feb. 17, the board of governors of the Federation of the Italian-American Democratic Organizations of New York voted to picket ABC on March 9 in protest of *The Untouchables* program. The board's action came after they had heard a report on the Feb. 1 Washington meeting of Congressmen Joseph P. Addabbo (D-N.Y.), Victor L. Anfuso (D-N.Y.), Alfred E. Santangelo (D-N.Y.), and ABC Vice Presidents Thomas W. Moore and Alfred Schneider (BROADCASTING, Feb. 20).

Rep. Santangelo, president of the Italian-American group, said that the "assurances" given to himself and Congressmen Addabbo and Anfuso by ABC not to link crime and Italians or Italian names in subsequent programs of *The Untouchables* were "unsatisfactory." Besides reaffirming their determination to picket, the board voted to invoke "economic sanctions" against sponsors of the high-rated ABC-TV crime series. The program currently is being sponsored by L&M Cigarettes on alternate two-thirds and one-third participation by Beecham Ltd. and Armour & Co. on weekly one-sixth participations, and by Whitehall Labs on alternate one-third participations.

The board listed five reasons for rejecting the network's conciliatory efforts. Among them were charges that *The Untouchables* was still using a disproportionate number of Italian characters and in repeated instances using the name of an actual Italian person allegedly involved in various criminal activities without offering any substantiating proof of these claims. Four future shows, April 13, 20, 27 and May 14, in the ABC-TV series were cited by the board as using a central Italian criminal character. The program was also charged with contributing to juvenile delinquency by its emphasis on violence and crime. The Italian-American group further charged that the disclaimer ABC is now making at the end of each *Untouchables* program labelling portions of the show as "fictionalized" are lost among a welter of post-program commercials.

Congressmen Santangelo, Addabbo and Anfuso have been authorized by the board to hold another meeting with ABC officials before March 3, the date of the federation's last scheduled meeting before the March 9 picket deadline.

How television can change viewers' minds

The usefulness of television for altering consumer attitudes was emphasized last week in a research report issued by the National Safety Council. The report analyzed viewer opinions before and after the Dec. 26 telecast of "The Great Holiday Massacre" on CBS-TV, one of the *CBS Reports* programs with Edward R. Murrow (AT DEADLINE, Feb. 20).

The study, claimed the first of its scope involving documentary programs, showed that basic advertising principles apply just as much to the "selling" of concepts such as safety as to consumer products.

The conclusions indicated that safety documentaries have placed too much emphasis on merely inciting anxiety (horror of accidents, crash scenes, etc.); that they have not adequately demonstrated the "product" benefits that would enable an individual to translate his anxiety into specific things he can do to avoid accidents. This does not mean generalities such as "drive safely," found to be totally ineffective, but careful point-by-point teaching of "how" to drive safely.

Only television provided the built-in controls necessary for isolating and studying viewer attitudes, said John Naisbitt, public information director for NSC.

In the CBS-TV program, the study noted, two drunks on screen less than three minutes had the greatest impact on viewers, but the effect was not helpful from a safety education standpoint.

What happened, the study said, was that the average driver subconsciously found the two drunks, as well as reckless teenagers, speeders and other atypical "scapegoats" enabled him to get himself "off the hook." Research study was made by Creative Research Assoc., Chicago.

STATIONS FOR SALE

EAST—$150,000.00

NEW YORK STATE—250 WATT FULLTIMER

This is the oldest station in the market in an under-radioed area. Under absentee ownership is grossing in excess of $90,000.00. Asset values approximately $120,000.00. To the right party will sell with 29% down and the balance out over a reasonable length of time.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$225,000.00

SUNNY SOUTH FULLTIMER

The only fulltimer in a two station, semi-major market on the Gulf Coast. Rich market, station well in the black, good terms to responsible buyer.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$140,000.00

Fulltimer station showing good cash flow. Priced right at $140,000.00 with 29% down payment. Perfect set up for owner-operator.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST—$350,000.00

MOUNTAIN STATES VHF—NBC NETWORK

Grossing over quarter million, excellent film contracts, making money and growing—$350,000.00 cash or $400,000.00 terms with 29% down.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

A threat in FCC's new program forms?

EXHAUSTIVE REQUIREMENTS PROMPT TWO COMMISSIONERS TO QUESTION

Drastic revisions planned by the FCC in its program reporting forms were made public last week with two commissioners—in concurring statements—expressing grave misgivings. They feared the required data would place the commission in programming and administrative areas where it has no business.

Ten days earlier, the FCC had announced its proposed rulemaking and asked for comments by April 3 (BROADCASTING, Feb. 20). Specifics to be reported were disclosed for the first time last week after months of study which began with *en banc* hearings in December 1959.

The commission stated that replies to the questions will be used to compare a licensee's past performance against future promises. In addition to renewals, applicants for new stations and for transfer approval would be required to complete the forms.

Replies to the new forms will be of considerable length and entail a great deal of work for the applicants. If the rules are adopted, for instance, stations would be required to describe their service area with such factors as population, foreign language and minority groups, agricultural population, religious and educational institutions, recreational, sports and cultural facilities, other broadcast services and newspapers.

Another "brief statement" would be required detailing steps taken by the applicant during the past three years to ascertain the needs and interests of his audience, followed by these three requests:

"State the scope and results of consultations with civic leaders, including but not limited to public officials, educators, religious leaders and representatives of agriculture, business, labor, nonprofit organizations and the professions with respect to the needs of their groups.

"How does the applicant propose to translate into its schedule programs designed to fulfill the needs found through the consultations and efforts described above?

"State the extent to which, and the procedure by which, complaints and suggestions from listeners have been and will be considered by the applicant and acted upon if appropriate. For past operation, give specific examples."

Leading Community Issues ▪ Another section on controversial issues of public importance requires the applicant to describe at least two local issues for each of the past three years and specific programs broadcast in connection therewith. The applicant also is asked about his past and proposed handling with respect to fair presentation of controversial matters, including the frequency of editorials and the opportunity for presentation of opposing views.

The applicant is directed to describe steps taken to encourage development of local talent and whether past or proposed programming falls into a specialized category, such as popular music and news. If the answer to the latter is yes, the broadcaster would be required to tell how he has determined that such specialization is in the public interest ". . . with appropriate attention being given" to the same "speciality" of one or more stations in the same community.

On review of programming, the FCC would require this information: "State your policy and practice and describe regular procedures within your organization for review of programs and advertising prior to transmission or exhibition through your station: (a) as to programs produced or originated by your station; (b) as to non-network programs produced by others (syndicated programs, etc) and originated by your station; (c) as to network programs.

A breakdown of the weekly average of programming in eight categories, both past and proposed, is asked for in the new forms. They would require specifics on whether the programming is carried daily or weekly and the average number of hours or minutes per week. Categories include religious instructive, public affairs, agricultural, news, sports, entertainment and other (specify). Gone from the old renewal forms are such categories as educational (replaced by instructional) discussion and talks. New are sports, public affairs and instructional.

Code Subscriber? ▪ The new form would require the applicant to state whether he "adheres to the principles of any code of broadcasting ethics" but does not ask outright if he is a code subscriber. Also, "what measures the applicant has taken or proposes to take to insure the maintenance of programming and advertising standards."

An explanation is asked about the average weekly time devoted to programs prepared by, in behalf of, or in

Minow entourage arrives Thursday

Newton N. Minow will be sworn in as chairman of the FCC this Thursday (March 2) at 10:30 a.m. He will receive the oath from Supreme Court Justice William O. Douglas.

Mr. Minow chose Thursday to replace present Chairman Frederick W. Ford to avoid assuming command on a regular FCC meeting day—Wednesday. He said that he probably will not attend the Wednesday meeting since he will not then be an official member.

It was learned authoritatively last week that Seattle attorney Kenneth Cox will become general counsel of the commission, although neither Mr. Minow nor Mr. Cox would definitely confirm it.

Mr. Cox will take over the general counselship early in April, at which time the incumbent, John FitzGerald, will attain 25 years of government service. At this plateau, Mr. FitzGerald can retire under involuntary separation with an annuity based on his highest average salary for the past five years. He became general counsel in September 1958 and prior to that had been chief of the Office of Opinions & Reviews.

The new chairman's confidential assistant will be Gloria Coe, formerly with Guild, Bascom & Bonfigli, San Francisco, and aide to J. Leonard Reinsch, director of the 1960 Democratic convention, during last summer's convention preparations. Another Minow aide, former ABC attorney Tedson Meyers, reported for work at the commission last Thursday (Feb. 23). He is slated for the post of legal assistant to the chairman.

After winding up his Chicago law practice, Mr. Minow arrived in Washington late last week. He was confirmed by the Senate to serve on the FCC until June 30, 1968. When he is sworn in, Charles H. King, an Eisenhower recess appointee will go off the FCC. Mr. King, on leave as dean of the Detroit College of Law, plans to return to that post in the near future.

WLEX-TV

pioneer station
in industrial
Kentucky,
is pleased
to announce
the appointment
of the
PAUL H. RAYMER CO.
as its national
representative...
effective
immediately.

WLEX-TV · CHANNEL 18 · LEXINGTON, KY. · ABC/NBC

cooperation with educational organizations exclusive of sporting events. The maximum and minimum daily operating hours of recorded, live, network and total operating hours also must be detailed.

On commercial operation, the broadcaster is asked to state the maximum amount of commercial time during any one hour of the day (both spot and continuity) which he has broadcast in the past and plans in the future—plus the maximum number of spots in any one hour.

Fm stations which duplicate the programs of am outlets serving the same general area would be required to "state . . . the basis for applicant's belief that such duplication serves the public interest of the area served."

Operating Policies ▪ Under this heading, the commission made inquiry into an area which at least one member said was the lone preserve of the licensee and of no concern to the government. The required information:

"State applicant's general plans for staffing the station, including the number of employes in each department. . . ."

The document describes all programming types asked for in the new forms with the additional intelligence that it is determined by the character of the program material, not the nature of whatever commercial material or non-commercial spots are carried. Other definitions include such programs as network, recorded, live, commercial, participating and sustaining, plus commercial and non-commercial spot announcements.

Retained from the old forms is the composite week, which Chairman Frederick W. Ford said that he would have eliminated. He also would have required the applicant to "better reflect the actual programs proposed and broadcast as well as the number of weeks involved," plus the time per week.

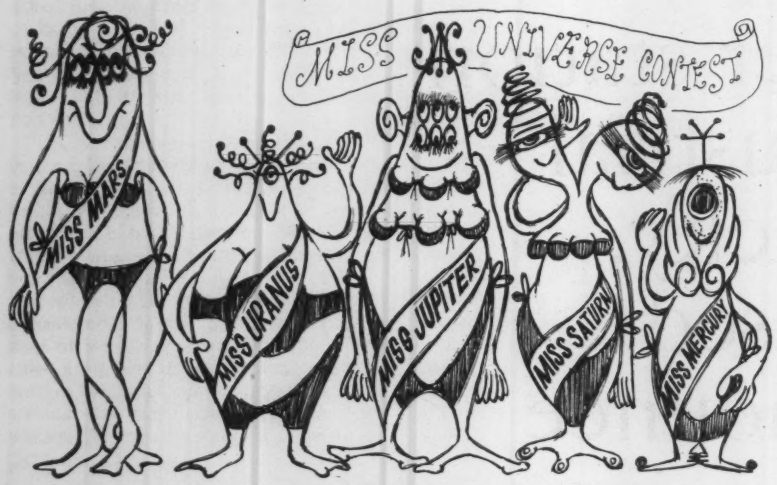
Both Commissioners Rosel H. Hyde and T. A. M. Craven said that they concurred in the issuance of the notice for the taking of comments but their agreement with the majority generally ended there. "I have misgivings concerning certain phases of the procedures proposed and the possible overall implications," Commissioner Hyde said. He continued:

"The approach, however well intended, in which the licensing authority endeavors to prescribe certain guidelines for the programming of stations would seem to assume responsibilities which should remain as the clear responsibility of licensees. The more the agency gets into this business, the more impossible its position is likely to become. It could find itself being held responsible by the public in matters involving creative effort, taste and opinion, which it would be hopeless to deal with aside from the traditional objections against government intervention in such matters and the specific prohibition of Sec. 326 [anti-censorship provision of the Communications Act]."

Adverse Reaction ▪ Commissioner Hyde said that he also is concerned "that this attempt to give direction may tend to limit rather than expand the potential of broadcast services." He said that it would be most difficult for an applicant to put the tastes, needs and desires of his community into a written formula.

"Does it assume that a definitive statement of actual needs can be posted for each community to be used as some kind of a standard for weighing of the services of all broadcasters serving the community?" he asked. "If, on the other hand, it means submission of an applicant's opinion or judgment . . . how can the agency undertake to approve or disapprove?"

Commissioner Hyde said there is a need for diversity and competition as opposed to conformity and sameness which would be the product of the proposed new forms. He suggested the



WITH MEDIA SELECTION BECOMING INCREASINGLY MORE COMPLICATED

YOUR NO. 1 BUY IS STILL

The San Francisco Bay Area is one of the nation's most competitive radio markets, yet KEWB has been going steady for over a year now with no more than one percentage point variation from the healthy 1960 average of 15.4% Share (Total Rated Periods, Pulse). *Less* fluctuation than any other station.

And we're soooooooo easy to buy!

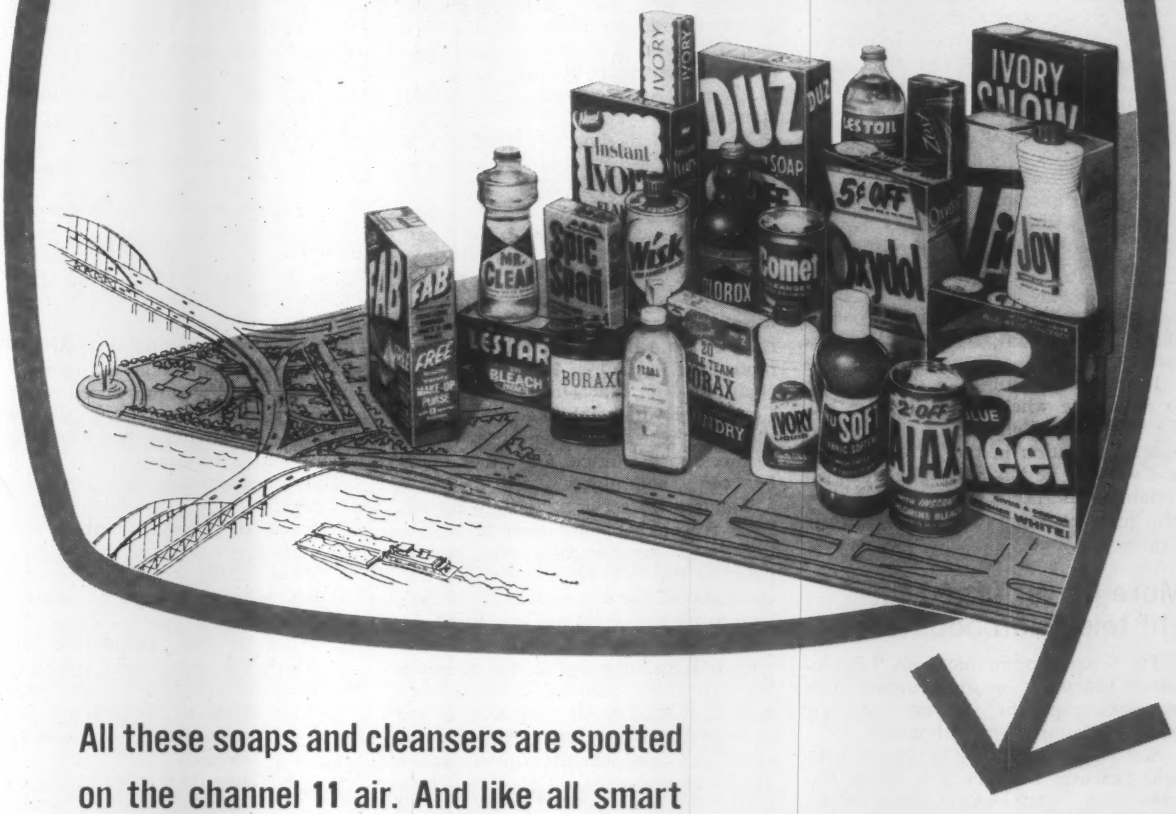
national representatives, the Katz Agency, Inc.

CROWELL-COLLIER BROADCASTING CORP.

A SOUND CITIZEN OF THE BAY AREA

23 REASONS

WHY PITTSBURGH IS A CLEAN CITY:



All these soaps and cleansers are spotted on the channel 11 air. And like all smart spot advertisers, they're cleaning up in the huge Pittsburgh market area. Are you?

CHANNEL

WIIC 11

The eyes of Pittsburgh

Represented nationally by Blair-TV

AJAX
CHEER
CLOROX
COMET
DUZ
FAB
IVORY FLAKES
IVORY LIQUID
IVORY SNOW
IVORY SOAP
JOY
LESTARE
LESTOIL
MR. CLEAN
NuSOFT
OXYDOL
PEARL CLEANER
SPIC & SPAN
TIDE
20 MULE TEAM BORAX
20 MULE TEAM BORAXO
WISK
ZEST

FCC put more emphasis on the showing it requires of an applicant as to the effort it makes to provide a successful and useful service and on steps taken to insure integrity of service.

Commissioner Craven agreed with Chairman Ford that the composite week should be deleted. He also took issue with the requirement that the number of hours devoted to various types of programming be specified. "I have been in the past, and I will continue to be, unalterably opposed to the commission establishing guidelines for the programming of broadcast stations," he said.

The commissioner maintained that this is the legal obligation and privilege of the licensees and that it is ". . . not for the government to ascertain the mass communication needs, tastes and desires of the communities of this country. Establishment by the commission of programming types which the applicant must follow in order to be seriously considered by this agency would mean the throttling of initiative, creative thinking and the legal rights and duties of licensees in violation of the censorship provisions of the Constitution and the Communications Act."

It is the government's duty merely to determine whether the licensee has the sense of responsibility required to operate a station in the public interest and whether he has been diligent in ascertaining the needs, tastes and desires of his community, Commissioner Craven declared.

More power urged for vhf television boosters

The Senate Communications Subcommittee last week heard mountain state witnesses urge the adoption of new FCC regulations for vhf boosters.

Sen. Gale McGee (D-Wyo.), who held hearings Feb. 21 and 22 in Salt Lake City, Utah, and Casper, Wyo., cited the "obvious" need of regulations to control the duplication of service by boosters and local stations that exists in some areas. He said the stations want protection.

He also said that a number of witnesses, especially in Casper, expressed the need for more power than the one watt allowable under present regulations. He said they recommended that the FCC consider each booster station individually. Particularly high mountains in the area were given as the reason for the need for more power.

Sitting with Sen. McGee was Sen. Frank E. Moss (D-Utah). He is not a member of the Commerce Committee, but he wrote the original booster bill which was enacted last summer after revision by the committee. Representing the FCC at the hearings was Commissioner Robert E. Lee.

SUSPENSE ON CAPITOL HILL

Long overdue 'impartial' report on rating services may be released any time now

The suspense among those who provide television's rating services and those who use them—as they await a so-called "impartial" report to Capitol Hill on ratings, overdue since Jan. 3—was becoming almost unbearable last week.

Those who had seen a lengthy questionnaire sent to the ratings services last summer by a three-man committee—sponsored by the American Statistical Assn.—could well understand why.

The awaited report, the legacy of the late House Legislative Oversight Subcommittee, now is reported far enough along that it may be released any day, and almost certainly within the next three weeks.

The nervousness, which is evident among those who use the ratings services as well as those who provide them, is based on a healthy skepticism of the motives of Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee which inherited responsibility for the ratings report from its former subcommittee, and other members of the committee.

The ratings services and their users have reasons of their own to believe that some congressmen who participated in the 1959-60 tv quiz and payola scandals show have reasons of their own to try to put ratings in a bad light.

The ratings services, in other words, already have answered all the questions the three-man Technical Committee on Broadcast Ratings is going to ask, and none of them have complained openly about the comprehensive questionnaire and the ensuing personal visits and "hundreds" of phone calls. They're worried that congressmen, those who have worried most vociferously about ratings, may choose to withhold the report if it's favorable to the present ratings systems, or may extract from it only information which suits their own purposes.

As the head of one major rating service put it: "We want to see all the report released, whether it murders us or not." But the same man, who is, after all, a statistician, couldn't bring himself to believe that a report by three eminent members of the American Statistical Assn. would be so black for the future of broadcast ratings.

One rating service spokesman said he suspects the report already is in the hands of House Commerce Commitee members. It's almost certain congressmen have at least a working draft of the report by now.

The lengthy questionnaire actually was only a beginning, it was understood, in that answers to the questionnaire suggested further questions, and so on.

The ratings inquiry was the last major project of the Oversight Subcommittee, which had heard testimony in its tv quiz scandal hearings to the effect that quizzes were rigged to intensify audience excitement and thus bolster ratings. Whether Rep. Harris felt ratings to be cause or effect, he announced last March that Oversight had asked the ASA to examine the validity of ratings (BROADCASTING, April 4, 1960).

The ASA group is headed by Dr. William G. Madow of the mathematical statistics department of Stanford Research Institute, Menlo Park, Calif., and includes Dr. Raymond J. Jessen, General Analysis Corp., Los Angeles; Dr. Herbert Hyman, acting head of the sociology department at Columbia U., New York, and an undisclosed number of staff people. The group's expenses are being underwritten from Oversight Subcommittee funds.

The questionnaire to the ratings services:

1. Name of survey for which information is provided.
2. What is the population concerning which you wish to make estimates?
3. What is the population from which you select your sample?
4. How do you select your sample?
   a. What is the frame or list from which the sample is selected?
   b. How do you select from the elements of the frame or list?
   c. What elements do you exclude from the list?
   d. How many elements do you select?
   e. How do you deal with shifting households and population growth in your sampling frames?
   f. How do you define the household or family about which information is obtained? What about roomers, etc.?)
   g. What characteristics are you trying to measure? (e.g. sets on, station tuned, number of persons watching [or listening], program identification, sponsor identification, audience composition, etc.)
5. What interviewing technique do

Nielsen Station Index now measures tv viewing of all stations in U.S.

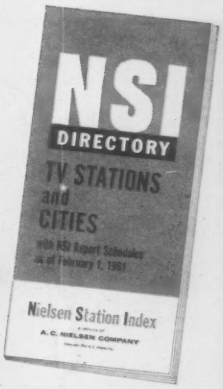
NSI *reports tv use seasonally...market by market...station by station...with time-period totals, ratings, audience composition, and other significant performance data.*

Launched in 1954 in only a handful of major markets, NSI now measures continental U.S. in its entirety. So comprehensive is today's NSI service that it warrants its own Directory of Tv Stations and Cities.

This brand-new reference cross-indexes more than 560 U.S. tv stations now in operation, their 300 home cities, and the 200 NSI Report books in which the station audiences are reported.

NSI *is the only validated source of station audience facts. In addition, it is the most complete and comprehensive audience measurement service...*

providing reliable information for broadcast advertising decisions



Ask for your complimentary copy of NSI Directory of Tv Stations and Cities

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

FOR ALL THE FACTS
CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

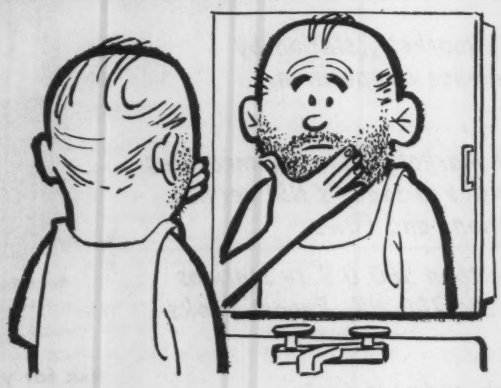
NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

1008

NSI is a Registered Service Mark of the A. C. Nielsen Company.

you use (telephone, diary, mechanical or electronic device)? Specify.
6. What procedure do you use if you obtain a refusal?
7. How many refusals do you obtain at first contact?
8. How many of those who refuse then enter the survey after further contact?
9. Do you substitute when a refusal occurs and if so, what technique do you use?
10. What procedure do you use when someone is not at home at the first contact?
11. Do you make callbacks, and if so, when and how many callbacks do you make before treating the sampled unit as a "not-at-home—repeated calls."
12. List the other reasons by which you classify non-interviews and frequency with which each occurs.
13. How do you contact the elements of the sample? Do you make a personal call? Do you write to them? Do you telephone them? Please indicate which you do and indicate several if you do more than one.
14. How do you select the staff who visit the elements of the sample?
15. For what purpose is the visit made?
16. How often are the visits made?
17. How do you select the staff who make the telephone inquiries?
18. Do they ever telephone the same household for more than one survey?
19. How do you check on whether they are actually calling the right households and whether they are performing the interview satisfactorily?
20. What training do your interviewers obtain?
    a. How long does the training last?
    b. Does the interviewer interview respondents under the supervision and observation of the trainer?
    c. Is the work of the interviewer checked by the trainer after the interviewer goes out on his own?
21. How many interviews do your interviewers make each day, and how many interviews will an interviewer make during an entire survey?
22. For this survey, list for some time period the number of interviews made by each interviewer.
23. How are households assigned to an interviewer?
24. What do you do about schedules that are lost?
25. How do you edit?
26. What estimates do you make? Please state the formula or procedure that you use in computing each of the estimates.
27. How do you weight data in making estimates?
28. Do you provide sampling errors? (By table? By formula? By other means?)
29. How are your studies validated?
30. Have you ever run other studies or obtained other data or have others done so that seemed to provide evidence concerning the reliability of the information obtained in your surveys? Please list such studies.
31. How long do households stay in the sample?
32. At what rate do they drop out?
33. How do you replace drop-outs?
34. What studies have you made of the effects of having the same households stay in the survey over the periods mentioned?
35. To what conclusions have these studies led?
36. How do you deal with households with more than one set?
37. Where your survey is confined to a single week out of a month or some other fraction of a "rating period," how do you choose the survey period (for example: the *first* week of each month)? What difficulties, if any, would you encounter if your survey period were kept secret?



WAVE-TV viewers have 28.8% more HEAVY BEARDS

—and they buy 28.8% more of your (or your competitors') shaving products, too!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

Portland grant made final

Going along with an initial decision issued Dec. 31, 1959, the FCC last week granted Fisher Broadcasting Co.'s application for ch. 2 in Portland, Ore., and denied the competing application of the Tribune Publishing Co. Fisher's principal owner is O. D. Fisher and family (60%), owners of KOMO-AM-TV Seattle. The other applicant publishes the *Tacoma News-Tribune* and owns KTNT-TV Tacoma.

The commission also made effective an initial decision of Nov. 8, 1960 which grants ch. 8, Christiansted, St. Croix, V.I., to Supreme Broadcasting Co. of Puerto Rico. The application of Radio American West Indies Inc. for the same facility was dismissed without prejudice. The two companies had previously reached a merger agreement.

Supreme operates WORA-TV Mayaguez, P.R.

Government briefs...

Unfair practices ▪ WATE-AM-TV Knoxville, Tenn., engaged in unfair labor practices in 1960 by refusing to bargain with the International Brotherhood of Electrical Workers, according to a Feb. 16 intermediate report and recommended order by Stephen S. Bean, trial examiner of NLRB. The stations were directed to cease refusal to bargain with the IBEW local.

throw the switch for 250 watts nighttime

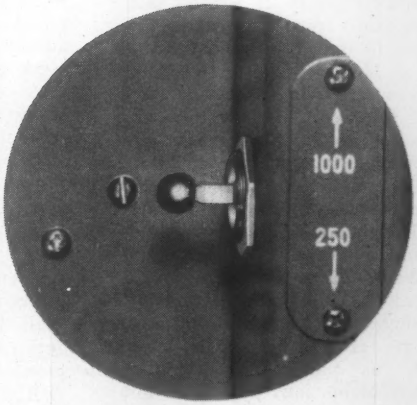
With the Gates BC-1T 1000/250 watt transmitter, you efficiently reduce power to 250 watts nighttime operation by changing the primary voltage of the plate transformer. In this manner, when operating at reduced power of 250 watts, the primary power consumption is at a minimum, and the use of plate voltage dropping resistors, which are power consuming, is eliminated. The reduced plate voltage at 250 watts power to both the modulator and power amplifier tubes results in hundreds of added tube hours and a great savings in power cost.

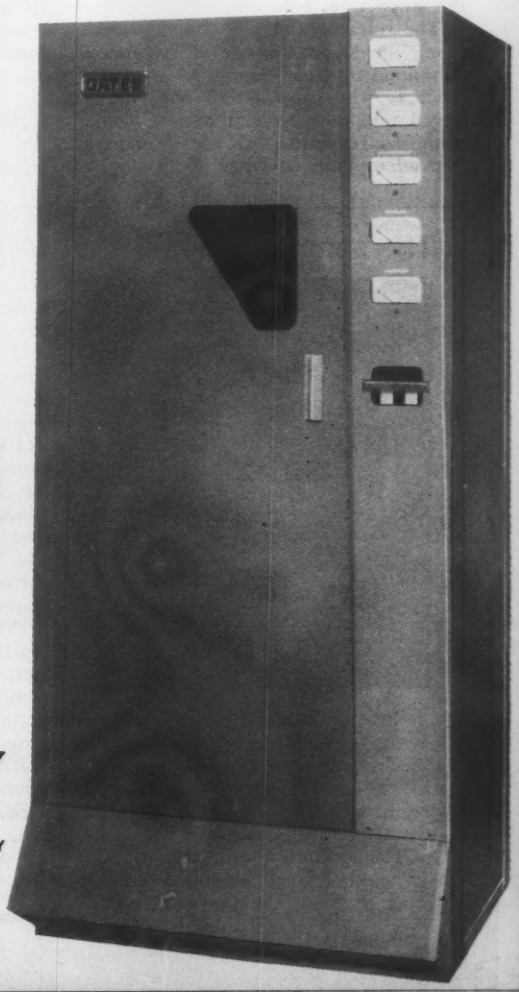
The *exclusive* Gates feature of the inbuilt dummy antenna will also be appreciated by the engineer. With two-power operation at 1000 and 250 watts, initial alignment and periodic proof of performance required at two power levels is accomplished with utmost simplicity.

In summary, the BC-1T 1000/250 watt transmitter offers you the convenience of already having a one kilowatt transmitter installed—needing only to throw the switch for a change in power. Power change may also be remote controlled.

For complete technical information on the BC-1T 1000/250 watt transmitter, write today for Engineering Bulletin No. 109-D—yours for the asking.

GATES AM BROADCAST TRANSMITTER FOR 1000/250 WATTS





GATES

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C.

International division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

HARRIS INTERTYPE CORPORATION

RULES UNIT WON'T WAIVE THE RULES

Rayburn bloc blocks House vote on tv committee coverage

House Rules Committee Chairman Howard W. Smith (D-Va.) won new fame as a needler last week when his group held hearings on a proposal to permit the televising of House committee hearings.

But Speaker Sam Rayburn (D-Tex.), the object of the needle, had the votes, and used them to shelve the issue 8 to 6.

The speaker has consistently ruled against radio-tv coverage on the ground that it would impair the dignity of House proceedings. However, broadcasters did cover committee hearings during the Republican-controlled 83rd Congress, when Rep. Joseph W. Martin (R-Mass.) was speaker.

Calling up the tv measure, known to be anathema to the speaker, was Chairman Smith's reaction to the House vote last month to increase the size of his committee and, in effect, transfer its control to Speaker Rayburn.

That fight was over the issue that Chairman Smith bottled up too much legislation. But last week it was Speaker Rayburn's loyal majority that put the stopper on bills.

The rules committee action on electronic coverage was on a resolution submitted by Rep. George Meader (R-Mich.), who since 1955 has vainly urged adoption of a rule that would authorize committees to permit camera and microphone coverage of their hearings, as presently authorized by Senate committees.

The hearing originally was scheduled for two resolutions authored by Rep. Martha W. Griffiths (D-Mich.). They called for opening the House chamber as well as its committees to radio and television coverage.

Have Bill, Will Travel ▪ But Rep. Griffiths, who has been introducing these resolutions since 1956 to no avail, was in Detroit when the hearing came last week. She said she needed more time, but some observers suggested she was absent on Speaker Rayburn's advice.

Rep. Meader, whose resolution would give House committees discretion to set the terms for broadcasts of their hearings, said, "If self-government is to work, people have to know what their representatives are doing." And there's no better way, he contended, than through radio and television.

He also appealed to the committee members' pride in their House. Pointing out that President Kennedy uses television to get his views across to the nation and that some Senate committee members have become household figures because of televised hearings, he said, "Why should there be a blackout in the House? Won't that down-grade House members?"

Rep. Meader received support from the only other witness to be heard, Rep. J. Arthur Younger (R-Calif.). He said the Un-American Activities Committee is an example of a House committee that would benefit from television. "It would show the public what that committee is up against, and the public would have a different attitude toward it."

Indubitable ▪ The questions and comments of the Rules Committee members, however, removed whatever doubt there was as to how the vote would go.

Rep. James J. Delaney (D-N.Y.) remarked that the New York City Council permitted television coverage of its proceedings but had to end it when the meetings became a "burlesque and a comedy show."

Rep. Ray J. Madden (D-Ind.) indicated the extent of his interest by inquiring about color television. "Do we have to go into make-up rooms?" he asked. And Rep. Clarence Brown (R-Ohio) expressed fear for the lives of many House members "who might get killed" rushing to get in front of the cameras.

It was Rep. Brown, however, who gave the resolution's proponents the stiffest going-over, even though he is presumed to have voted to clear the proposal for the floor. (He normally votes with Rep. Smith in the conservative coalition that previously dominated the committee.)

Rep. Brown's concern was with "doctored" telecasts of committee proceedings. "Would the tv camera be permitted to pick up what it wants to pick out and neglect what it wants to neglect?"

Plastic Surgery ▪ He observed that words can be erased and even transposed on tape, and film edited, and added: "A clever editor sitting in New York could change completely the picture of a committee hearing." Rep. Brown has introduced legislation to prohibit the broadcast of recorded discussion programs edited without the express consent of those involved.

"If it's broadcast live, that's all right," he said. "But if it's broadcast later, then it can be altered and edited. Many tv stations and national organizations are concerned about it, according to the mail I've received," he said. "They feel the programs are getting into the area of propaganda."

Rep. Meader conceded the possibility of distorted television, but said, "I have more faith in the honesty of telecasting than that."

The day after the defeat of his measure in the Rules Committee, Rep. Meader went to the floor of the House to score the Rayburn majority for being "unwilling to let the House pass judgment" on the resolution.

The senator thought the words appropriate

Sen. Warren G. Magnuson (D-Wash.), stepped briefly into the space age last week when he placed a half-million mile telephone call from his office in Washington to Seattle, Wash., via the moon.

The call was a signal to start ground-breaking ceremonies for a $3.4 million Federal Science Pavilion at Seattle's Century 21 world's fair. The senator's voice was carried by land line to Bell Telephone Laboratories at Holmdel, N. J., where it was transmitted via short wave (frequency 960.5 mc, 10 kw transmitter) to the moon. On its return, the Senator's message was received by the General Electric Laboratory at Schenectady, N. Y., placed on American Telephone & Telegraph landline and microwave facilities and carried to its destination. The roundabout route required 2½ seconds.

While Senator Magnuson was waiting to be "cut through on the moon circuit," as one of the telephone company technicians put it, his line became involved in an old-fashioned crossed wires situation with a Glendale, Calif., woman trying to telephone Washington state. When informed she was talking to Washington, D. C., she exclaimed "Good heavens!"—a remark Sen. Magnuson thought "very appropriate."

CASH-BOX CLASSICS

CRC

15 JINGLE PARODIES OF AMERICA'S ALL-TIME RECORD HITS OF THE PAST 3 YEARS

- *Fully customized for your station*
- *Entertain as you identify*

Piloted by these great stations:

WPLO—Atlanta
WCOP—Boston
WCAO—Baltimore
WJJD—Chicago
KBOX—Dallas
WMPS—Memphis
WRIT—Milwaukee
WNOE—New Orleans
WIL—St. Louis

COMMERCIAL RECORDING CORPORATION

BOX 6726 • DALLAS 19, TEXAS • RI 8-8004

Write Wire or call now for FREE audition

DIXON, KINTNER ON BROADCAST ADS

Incoming, outgoing FTC heads strongly oppose deception

The Federal Trade Commission may strike out in new directions—most probably in the monopoly field—under Paul Rand Dixon, its chairman-designate, but the agency will continue to scan television and radio advertising with the same attention it has in the past.

These sentiments were expressed last week by Mr. Dixon, who has been nominated to be chairman of the FTC, succeeding the present Republican chairman, Earl W. Kintner (BROADCASTING, Feb. 13).

The monopoly-minded Tennessee Democrat has strong views on false and misleading advertisements. In his mind shady advertising is one of the sharp practices that are just as much "a detriment to free enterprise as monopoly or price discrimination."

"What is the purpose of a false tv commercial?" Mr. Dixon asked rhetorically. His answer: "Monopoly, of course."

Mr. Dixon speaks from a strong FTC background. He was with that agency 20 years (with time out for Navy service in World War II). In 1957 he joined the Senate Antimonopoly Subcommittee headed by fellow Tennessean, Sen. Estes Kefauver (D). This committee, with Mr. Dixon as its chief counsel, has warred on pricing policies in the drug, automobile and steel industries.

Looked ▪ The stocky, 47-year-old lawyer acknowledged that over the years, the committee staff looked into such broadcast matters as talent agencies, music licensing and network operations as possible subjects for investigation. None, however, ever developed.

One subject that did come before the committee was blackouts of baseball games. This was during the committee's hearings on baseball and the antitrust laws.

He questioned whether the FTC has primary jurisdiction in these matters. They seem to be more in the province of the Dept. of Justice, he speculated.

As for broadcasting's responsibility for commercial continuity, he continued, this might be more in the area of FCC jurisdiction. The FTC, however, does have responsibility for deliberate acts.

Mr. Dixon expressed strongly his feeling that all media must guard against misleading advertising. This is the responsibility of business and of all citizens, he said.

No Letup ▪ Don't relent. This is the advice from retiring FTC Chairman Earl W. Kintner who discussed broadcast advertising last week.

"The great danger in reform movements," Mr. Kintner said, "is to let up and permit a return to old practices. Advertising and broadcasting," he added, "cannot afford backsliding."

If new scandals should occur in broadcasting, or in advertising, Mr. Kintner felt it is doubtful whether they can escape legislation. "Self-improvement must be maintained," he stated.

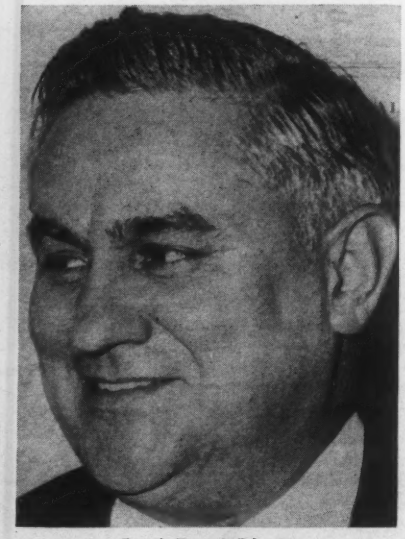
The Indiana lawyer, who is going into private practice after his successor takes over (see WEEK'S HEADLINERS, page 10), said voluntary regulation is still the best defense against more government controls. As for broadcasting, he said, the tv and radio code boards should do even more than they are doing now. He said he means by this that they should continue striving to embrace all tv and radio stations under the codes. They should also, he added, maintain a continuous review of code provisions, and seek to improve methods and practices.

Firmness ▪ Plumping for clear and determined sanctions, Mr. Kintner observed that enforcement teeth are necessary to make a voluntary code work; "otherwise," he said, "a wayward broadcaster can bring the whole industry into disrepute."

The quiz show and payola scandals during the last two years, Mr. Kintner observed, actually helped the broadcasting industry. They opened the eyes of responsible members to the harm that was going on.

Mr. Kintner said credit for the clean-up should go to those "statesmen" in advertising and broadcasting who are "voices in the wilderness" committed to professionalizing their crafts. These men must be kept in the saddle, Mr. Kintner warned, or government regulation will encroach more and more.

"The good health of broadcasting affects everyone," the FTC chairman said. "If a few broadcasters give the industry a black eye, they should be quarantined by their peers. Otherwise the government will quarantine the whole industry."



Paul Rand Dixon
FTC chairman-designate

Applicant challenges Miami ch. 10 ruling

Charge that the FCC may not revoke a grant without a hearing was made last week by National Airlines. The argument was submitted to the U. S. Court of Appeals in Washington as all parties in the Miami ch. 10 case filed replies to previous pleadings.

National Airlines claimed that the commission's action in revoking its 1957 grant and issuing a new permit to L. B. Wilson was illegal because no evidentiary hearing was held. The hearing before special examiner Horace Stern, National declared, was to determine whether allegations of off-the-record contacts with commissioners had sufficient substance to support further proceedings. The Stern hearing, National said, was more like a grand jury hearing.

Last July, the FCC ordered National Airlines off ch. 10 and voted to give the grant to L. B. Wilson, the only one of the original four applicants it found untainted with *ex parte* activities.

In other reply comments:

▪ North Dade Video Inc. claimed that the FCC erred in holding that it was disqualified because former FCC commissioner and former congressman Robert F. Jones had been hired to persuade Congress to prohibit an airline from holding a tv permit. This was not improper, North Dade said.

▪ FCC opposed the argument submitted previously by Elzey Roberts, former St. Louis broadcaster, that the Miami channel should be thrown open to all comers. Mr. Roberts, the FCC said, had no standing, since he is trying to enter a case which has gone through the hearing process.

▪ L. B. Wilson also attacked the Roberts' intervention plea. It claimed not only that the regulations prohibited the acceptance of his late application, but that under his argument National Airlines would be continued on the air although the FCC has found it disqualified to be a licensee.

▪ Mr. Roberts attacked the qualifications of L. B. Wilson to be a licensee on the ground that the ownership of the applicant had changed considerably since it filed its original application, and

Look for a tougher antitrust attitude

It's a tough antitrust lawyer President Kennedy has picked for the role of administration trust buster.

Lee Loevinger, a justice of the Minnesota Supreme Court, was named by the President to be chief of the antitrust division of the Dept. of Justice (BROADCASTING, Feb. 20). His nomination is expected to go to the Senate shortly.

Judge Loevinger is known in Washington as a strong believer in private antitrust law suits as balance wheels in the workings of the Sherman and Clayton Acts.

If his policies are put into effect at the Dept. of Justice, all industries, including broadcasting, may see a surge in private, treble-damage antitrust suits.

Three years ago, testifying before a Senate Small Business Committee, Mr. Loevinger criticized the Justice Dept. and the Federal Trade Commission for agreeing to too many consent judgments. This technique, he stressed, forestalled private suits. He urged a policy of strong reliance on private actions to accomplish the purposes of the antitrust laws.

Another antitrust approach with implications for broadcasting came during the same testimony. Mr. Loevinger urged a broadening of the antitrust laws to require producers, sellers and distributors engaged in interstate commerce and who control a substantial portion of that commerce to deal with all buyers on a non-discriminatory basis. This thinking might be applied to networks.

Senate Prober ■ No stranger to Washington, Judge Loevinger served as special counsel in 1951-52 on the Senate Small Business Committee's investigation of the newsprint problem. He submitted a report that held that the heavy increase in advertising was responsible for the shortage of newsprint. He chided publishers for not raising advertising rates to the extent necessary to bring newsprint use into better balance. This recommendation was never accepted by the Senate committee and did not appear in the completed report.

He also served with the antitrust division of the Dept. of Justice in its New York City office, and with the National Labor Relations Board in its Kansas City office.

A law partner of Orville Freeman (Secretary of Agriculture in the Kennedy administration and formerly governor of Minnesota), Judge Loevinger was appointed to the state bench in April last year. He is considered a close personal friend of Sen. Hubert Humphrey (D-Minn.).

He will succeed Robert A. Bicks of New York. Under Mr. Bicks' tenure, the Justice Dept. won a consent judgment against NBC (in the case involving the exchange of the network's Cleveland stations for Westinghouse's Philadelphia stations), and an injunction against the six major feature film distributors to television (for block booking). The antitrust division has injected itself twice in the FCC's consideration of option time. At one time, in an informal opinion, option time was declared illegal *per se*.

even after it had amended following the death of L. B. Wilson. He urged a brand new hearing for Miami ch. 10.

Meanwhile, in the Boston ch. 5 case, also involving allegations of behind-the-scenes pressures, the *Boston Herald-Traveler* last week asked the appellate court to stay issuance of its January mandate pending an appeal to the U.S. Supreme Court. The court had upheld the FCC's recommendations, also issued last July, voiding the 1957 grant to the Boston newspaper but permitting it to continue operating while it re-evaluated all of the original applicants. The commission found that both the *Herald-Traveler* and Massachusetts Bay Telecasters Inc. had engaged in *ex parte* activities, but did not disqualify them. A request for a rehearing before the court was denied Feb. 9.

Watchdog group nears date for delayed hearing

The Senate Watchdog Subcommittee is expected to announce this week plans for hearings on charges of broadcaster bias during the 1960 presidential campaign.

Hearings were originally planned for January, but the committee staff, bogged down in the publication of a massive record of campaign speeches and newscasts, was unable to prepare for them. Last week, with the bulk of this work finally out of the way, subcommittee counsel Creekmore Fath indicated that hearing dates and witnesses would be announced shortly.

The Watchdog unit, which is headed by Sen. Ralph Yarborough (D-Tex.) has been silent on the charges it intends to air and the broadcasters it wants to question. But it is reportedly lining up for the hearing about six owner-manager stations accused of partisanship (CLOSED CIRCUIT, Feb. 6).

Senate passed bill drops oath on FCC documents

The Senate has passed and sent to the House a bill amending the Communications Act to eliminate the requirement of an oath or affirmation on certain FCC documents. The measure was referred to the House Commerce Committee, which is already considering an identical bill introduced by Chairman Oren Harris (D-Ark.).

The senate bill (S 683) was introduced by Chairman Warren G. Magnuson (D-Wash.) at the request of the FCC. The Senate passed an identical bill in the 86th Congress, but it died in the House.

The FCC says its workload is increased and its machinery slowed down by the need to return documents to applicants who have omitted the required oath or affirmation.

In place of the oath or affirmation, the FCC is proposing a warning on the forms that willful false statements are punishable by fine or imprisonment.

KWK St. Louis denied bill of particulars

The road was cleared last week for continuation of the license revocation proceeding against KWK St. Louis. The FCC turned down the station's request for a bill of particulars as to the specific charges against it (BROADCASTING, Nov. 28, 1960). General charges listed when the FCC demanded KWK show cause why its license should not be revoked dealt with alleged fraudulent contests conducted by KWK.

Hearing Examiner Forrest McClenning originally set the hearing for Dec. 15, postponed it at the request of the Broadcast Bureau, set it for Jan. 18, then postponed it again, saying he would not begin the hearing until the FCC took action on KWK's request for particulars.

The FCC consistently has held that respondents in such proceedings are not entitled to such particulars. The most recent ruling of this type was in license revocation proceedings against KAKJ (TV) Reno, Nev., in 1957. It was also pointed out that a party in such hearings retains the right to cross-examine and to challenge evidence.

The Broadcast Bureau had opposed the KWK request, stating that it was standing commission policy to deny licensees in such cases "discovery of statements in the commission's investi-

ARB CONFIRMS IT!

KELO-LAND TV

swamps America's 103-County Market every hour, every day!

LIKE THIS! Homes reached Monday thru Friday, 6 p.m. to midnight.* KELO-LAND TV 47,800. Others 10,900.

LIKE THIS! Homes reached Sunday, 6 p.m. to 10 p.m.* KELO-LAND TV 60,500. Others 19,500.

LIKE THIS! Metro area share Saturday, 6 p.m. to midnight.° KELO-LAND TV 76.1. Others 23.9.

ARB Tv Audience Report, Nov. 1960

No other tv medium gets into this market like the interconnected hookup that's already in—solid!

CBS • ABC

KELO tv LAND

KELO-tv SIOUX FALLS; and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, President
Larry Bentson, Vice-Pres. • Evans Nord, Gen. Mgr.
Represented nationally by H-R
in Minneapolis by Wayne Evans & Associates

MIDCO
Midcontinent Broadcasting Group
KELO-LAND/tv and radio Sioux Falls, S. D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

Sky spies, dry docks & boy wonders

About once a year the FCC shows a sparkle of humor not generally apparent in the bulk of its documents. This happens when the commission presents "interesting cases gleaned" from reports by its Field Engineering & Monitoring Bureau. For example:

▪ The bureau's Savannah, Ga., office was alerted by citizens who encountered a group of people on a Florida beach using telescopes and radio transmitters. When asked what was going on, a spokesman for the group (with a beard and a foreign accent) replied that radio signals were being received from Jupiter. An alerted FCC official rushed to the scene to discover a class of students studying celestial navigation and synchronizing their observations with time signals from the Naval Observatory. The bearded professor explained the work had been interrupted so many times by silly questions that he was giving silly answers.

▪ Viewers near Portland, Ore., complained to the bureau of "herringbone" patterns on their tv sets. Alert investigators tracked the interference to the hydraulic laboratory of a big dam where a radio-controlled miniature ship was used in a model basin for study of river flow and lock navigation. The remote-control device was found guilty of excessive harmonic radiation. "The little boat was drydocked until its mastermind could be adjusted," the FCC concluded.

▪ A Tennessee am station sent an FCC field office a copy of a handbill announcing the opening of "a new broadcast station" in the same town. When no new station was found in FCC's records, an FCC engineer visited the scene. He found a 14-year-old boy who had advertised a low-power mail order "broadcast station" to communicate with playmates in the immediate area.

▪ Two youngsters in Wisconsin were discovered operating a crystal-controlled transmitter in the middle of the broadcast band to transmit rock 'n' roll record tunes to teenagers within a radius of 20 miles. They proudly told the FCC engineer they had spent eight months planning and constructing their equipment—had even built the control console and installed a modulation modifier. Their call letters were not on regular station lists.

▪ Two other cases involved boys who insisted on trying to operate in the broadcast band, one with 50 watts, after receiving two FCC warnings. Reports the commission: "Their parents agreed to do some personal monitoring."

gatory files." (BROADCASTING, Dec. 12, 1960).

Commissioner King concurred in part and dissented in part to the FCC's denial of the KWK request.

A new hearing date has not yet been set.

Rep. Walter drops 'Spy Next Door' case

"The Spy Next Door," the on-again-off-again television documentary on Soviet espionage in this country, appears to be fading as an issue on Capitol Hill. Chairman Francis E. Walter (D-Pa.), whose House Un-American Activities Committee staff has been digging into CBS' reasons for originally cancelling the program, last week indicated the matter would not be pursued.

Rep. Thomas M. Pelly (R-Wash.) had asked Rep. Walter to question CBS officials "under oath" to determine whether censorship, self-imposed or otherwise, was involved in the cancellation of the *Armstrong Circle Theatre* production (BROADCASTING, Feb. 20).

But Rep. Walter already had a committee investigator's report that Joseph H. Ream, CBS vice president for program practices, had accepted sole responsibility for the original cancellation. The investigator reported that Mr. Ream said he had acted as "a private citizen desiring to assist the [Kennedy] administration" in what he felt was a new policy toward the Soviet Union.

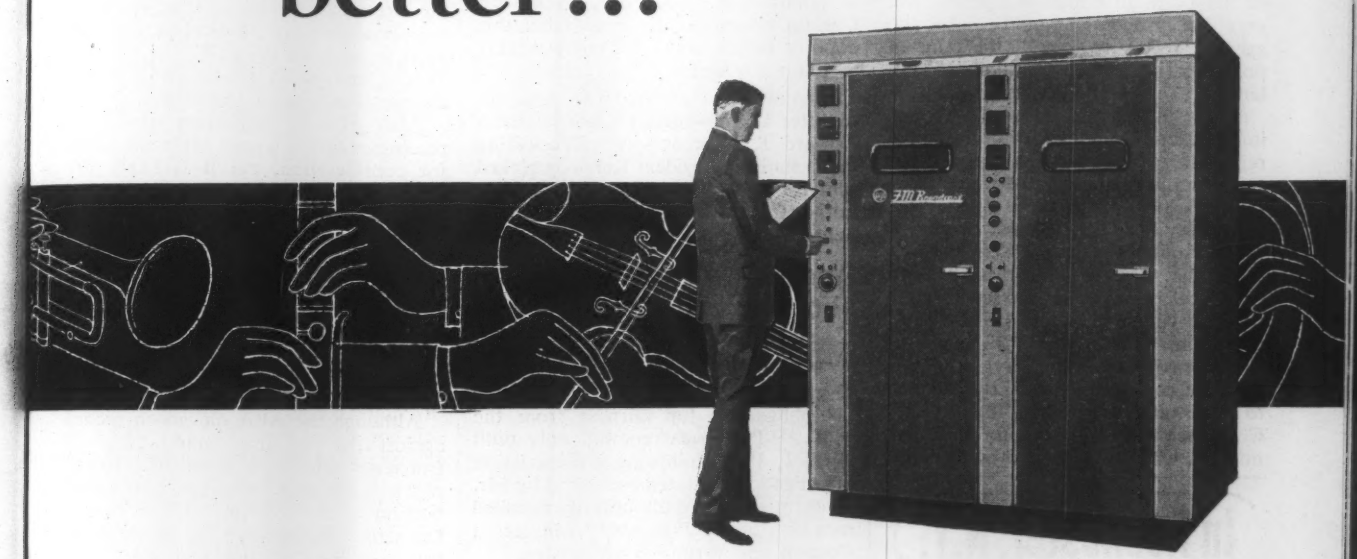
Rep. Walter also had a copy of an inter-office CBS memo in which Richard Salant, president of CBS News Division, assumed full responsibility for insisting on a change in the script of the show. This involved the deletion of a lead-in film clip showing Soviet Premier Khrushchev ranting over the U-2 incident.

Rep. Walter cited these documents in his reply to Rep. Pelly, along with a *New York Times* article criticizing CBS for attempting to construe Kennedy Administration policy as "inhibiting informational media from dealing soberly with many matters that the Soviet Union may find embarrassing."

"In view of the above," Rep. Walter's letter concluded, "we should consider whether it is desirable to give further attention to this matter."

Rep. Pelly interpreted this to mean the matter was being dropped. He indicated displeasure over this develop-

What makes RCA FM Transmitters better...



If you want the very best FM Transmitter available, you need not shop around. RCA FM Transmitters are the finest built for broadcasting. They are designed to the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note especially its direct FM system. It is capable of producing a higher fidelity signal. Also, the RCA Exciter is easier to tune—and keep tuned—than exciters using other modulation systems.

Why do RCA FM Transmitters cost more? *Because of our aim at RCA to always build the very best.* This superior quality often shows up in small but vital features. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, but we think of the lost air time when fuses fail . . . We include a harmonic filter of special design to assure the reduction of all harmonics to more than meet latest FCC requirements.

Throughout the RCA FM Transmitter line you will find that all tubes and components operate well below normal safety factors. This greatly reduces *chance* for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have *higher* resale value . . .

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department RD-22, Building 15-1, Camden, New Jersey.

RCA Broadcast and Television Equipment, Camden, New Jersey

The Most Trusted Name in Radio

RADIO CORPORATION OF AMERICA

ment, but appeared resigned to it. 'It's up to the chairman," he said.

"The Spy Next Door," originally scheduled for broadcast Feb. 1, was finally shown on Feb. 15. The committee investigator said Mr. Ream changed his mind about the show when he realized he had misunderstood Kennedy Administration policy.

Ellender would cut some USIA functions

Sen. Allen J. Ellender (D-La.) has called, in effect, for some dismantling of the U. S. Information Agency. He says his proposals would make the agency "relatively free of the taint of propaganda" and save millions of dollars.

He would eliminate all our foreign information centers, which he says "are regarded in most foreign countries as purely propaganda outlets for spreading imperialism," and replace them with jointly supported bi-national centers.

He would also put USIA libraries under the supervision of these centers, with local nationals in charge. In addition, he would eliminate USIA's press operations. He says U. S. embassies could provide the press service.

These recommendations run counter to those offered by the U. S. Advisory Commission on Information. This commission, which was created by Congress to study government information practices, feels USIA's scope should be broadened and its status upgraded to cabinet level (BROADCASTING, Feb. 20).

Another critic of our overseas information program has been Sen. Alexander Wiley (R-Wis.), ranking minority member of the Senate Foreign Relations Committee. He is urging a strengthened Voice of America, especially in broadcasts beamed to Latin America.

He said he was "shocked" to learn that the over-all American overseas broadcasts total only 565 hours weekly, as opposed to 3,000 hours from Iron Curtain countries. He noted that this country beams only 3½ hours weekly to Latin America.

Meanwhile, the man who will administer USIA—former CBS newsman Edward R. Murrow—is still awaiting confirmation. President Kennedy picked him for the post on Jan. 28, but has not yet sent his nomination to the Senate.

Another station gets short-term license

The Rev. William Emert, licensee of WPHB Philipsburg, Pa., received a short term renewal and a reminder of his obligations for fairness from the FCC. WPHB was renewed only until April 1, 1962, following a commission investigation of statements aired by Mr. Emert which allegedly unfairly attacked members of the Philipsburg Ministerial Council and various other groups.

The licensee is not a member of the council and has made written promises to air the views of others in the future. He also has offered a position on the station's policy committee to the council. Commissioners Robert T. Bartley and Charles H. King dissented on the grounds further investigation was needed and that Mr. Emert had used WPHB to make unfair statements. In a separate action, the commission also granted the station an increase in power from 1 to 5 kw.

ABA opposes bill for allocation board

Legislation that would create a special frequency allocation board apart from the FCC was opposed last week by the House of Delegates of the American Bar Assn., meeting in Chicago.

The House of Delegates deferred formal action on the recommendation of a special ABA committee that a national conference on administrative procedure be established in Washington. The conference, to be set up by Congress with top appointments to be made by the President, would seek to improve the operation of federal regulatory agencies such as the FCC, the Federal Trade Commission, the Securities & Exchange Commission and others.

ABA gave no indication when this recommendation would come up again for consideration, but it is likely the proposal will be on the agenda for the annual meeting of the House of Delegates at St. Louis in August.

ABA also took no action concerning questions of professional ethics and *ex parte* contact with commissioners or other government agency officials, review of Canon 35 which prohibits in-court broadcasting or telecasting, or problems of copyright.

Although the ABA did go on record against the bill that would create a frequency allocation board, the House of Delegates took no action about that portion of the recommendation calling for active opposition. The bill was introduced both in the 86th and 87th Congress.

The legislation calls for the creation of a frequency allocation board that would be responsible for the division of the radio frequency spectrum between federal government users and non-government users. It would also establish a government frequency administrator responsible for the assignment of the government frequencies among the government users, under the direction of the President.

ABA said the non-applicability of the

In Rochester, N.Y.
People Are Switching
FROM "TIRED" Radio
TO WVET
1280 KC
• FOR MUSIC THEY LOVE
• NEWS NAMES THEY KNOW
• COMPLETE NEWS COVERAGE
BASIC NBC AFFILIATE
WVET RADIO, Rochester 4, N.Y.
Nat'l Rep.: Robert E. Eastman & Co., Inc.

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

administrative procedure act and the lack of alternative procedural safeguards, "coupled with the lack of any standards or policy guidance concerning proper allocation of the spectrum, raise questions of the constitutionality of the delegation of such unlimited power to regulate this aspect of interstate and foreign commerce."

By the vague use of the term "allocate," ABA observed, the bill "fails to define the authority of the frequency allocation board vis-a-vis the FCC and the government frequency administrator."

The apparent authorization to appropriate for federal government use frequencies "already licensed by the FCC to private users during the term of the license, without prior notice, without hearing and without judicial review," ABA continued, "raises a serious question under the due process clause."

Proposed FCC pay-off rule draws opposition

An FCC proposal which would further tighten its rules on pay-offs, drop-outs and mergers of two applicants for the same facilities drew quiet moans in comments last week.

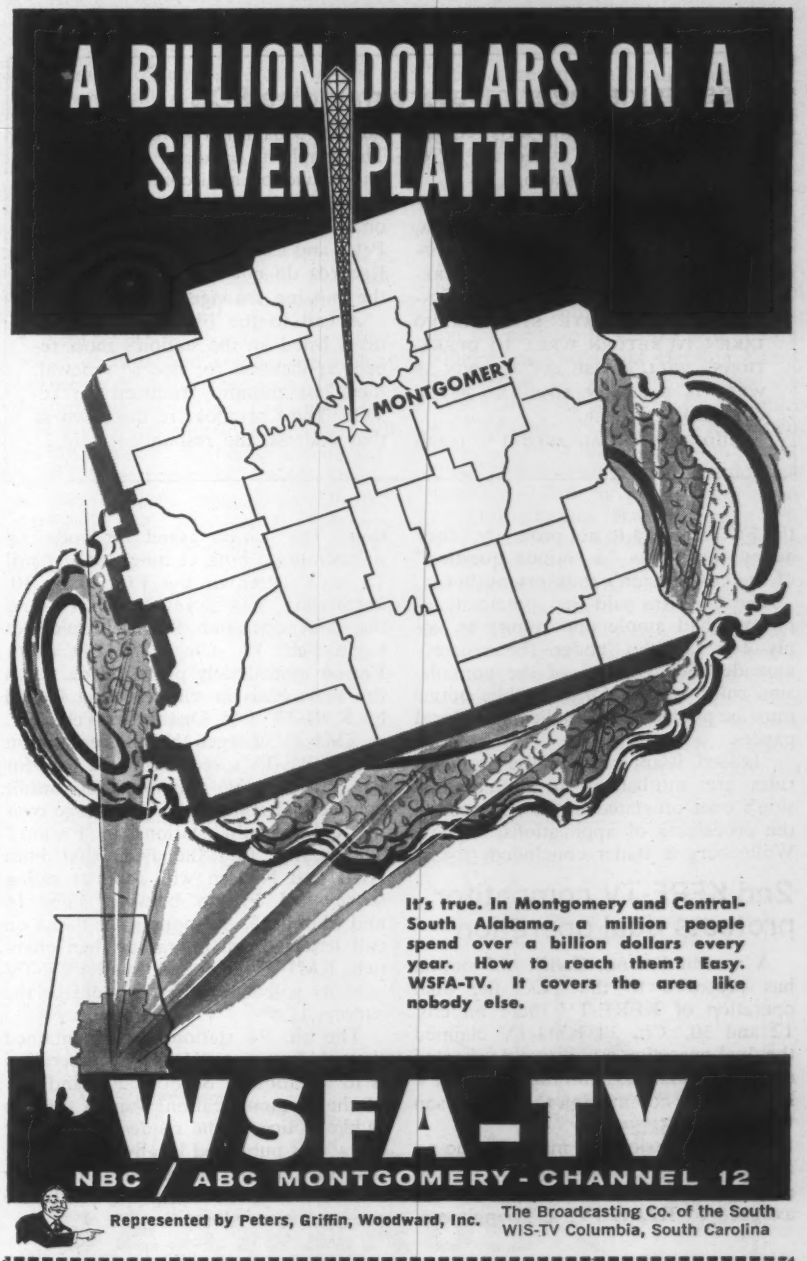
The suggested rule would allow 30 days after an applicant asked for dismissal of his application before granting the facility to a remaining applicant. The commission already has been authorized by Congress to ascertain that money given by one applicant to a withdrawing rival shall cover only "legitimate and prudent expenses."

ABC in comments questioned "both the wisdom and necessity of interposing additional artificial hurdles which will only serve to delay the resolution of conflicting applications and the establishment of new stations." The network pointed out that much of tv service now existing is the result of settlements through pay-off, drop-out and merger.

ABC said the new procedure would result in delay and encourage strike applications—for the purpose of being paid off or to delay construction of a station.

The Federal Communications Bar Assn. asked for an extension of time to file comments to March 13. It said the proceeding was issued on the date FCBA was electing officers and that the added time would enable the organization to get views of the membership which would be of "material assistance" to the commission.

The Washington communications law firm of Haley, Wollenberg & Bader, on behalf of several broadcasters, claimed that recent rules changes have obviated the need for the proposal. They said adoption of it would adversely affect


A BILLION DOLLARS ON A SILVER PLATTER
MONTGOMERY
It's true. In Montgomery and Central-South Alabama, a million people spend over a billion dollars every year. How to reach them? Easy. WSFA-TV. It covers the area like nobody else.
WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12
Represented by Peters, Griffin, Woodward, Inc.
The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*
company name
address
city zone state
Send to home address — —

* Occupation Required

Missing manager mystery muddles FCC

A minor mystery was unveiled last week. It all started when the FCC received a telegram stating:

"HAVE JUST LEARNED TUESDAY FEB. 14, 1961, WREA EAST PALATKA, FLA., WENT OFF THE AIR DUE TO DISAPPEARING OF MANGER. WHEREABOUTS MANAGER PRESENTLY UNKNOWN. IMMEDIATE STEPS BEING TAKEN TO RETURN WREA TO OPERATIONS. WILL ADVISE FCC AS SOON AS WREA IS BACK ON AIR. /S/ PETER CORRADO, PARTNER."

Efforts by BROADCASTING to reach the 500 w daytimer were of no avail. The telephone company reported the phone had been disconnected.

The only names listed for WREA on FCC forms are those of Anthony, Peter and Concetta Corrado, owners. Records do not reveal the name of the missing manager,

A call to the Flushing, L.I., address listed on the station's most recent application for license renewal, filed last month, produced no results. The Corrados are unknown at that address, the respondent said.

the FCC's ability to act promptly. They added there was "a serious question" of the commission's statutory authority.

The law firm said that potential applicants had ample opportunity to apply for facilities under the recently amended Sec. 307(b) of the commission rules, since a formal public notice must be published by applicants in local papers.

"Indeed, it appears that the proposed rules are antithetical to the commission's own oft-stated desire to expedite the processing of applications," Haley, Wollenberg & Bader concluded.

2nd KFRE-TV competitor protests dual operation

A second Fresno, Calif., uhf station has protested to the FCC the dual operation of KFRE-TV there on chs. 12 and 30. Ch. 24 KMJ-TV claimed the dual operation authority was granted on an *ex parte* basis and that KFRE-TV hid from the commission the real reason for its request.

The commission has made Fresno an all-uhf market by deleting ch. 12 and adding ch. 30, which subsequently was assigned to KFRE-TV, a Triangle station. The station asked for authority to operate on both channels until April 15 in a letter to the FCC Jan. 30. Permission was granted Feb. 8 and the dual operation was scheduled to begin Feb. 17. Ch. 47 KJEO (TV) Fresno immediately protested on much the same basis as the objection lodged by KMJ-TV (AT DEADLINE, Feb. 20).

KMJ-TV charged that the real reason for KFRE-TV's request was ". . . for the purpose of obtaining an unfair commercial competitive advantage over the existing uhf stations in Fresno." The station told the FCC that both ARB and Nielsen will conduct rating surveys of Fresno between Feb. 16 and March 15. Responses are based on call letters tuned in, rather than channels, KMJ-TV said, and thus KFRE-TV actually will be two stations during the surveys.

The ch. 24 station also maintained that the present KFRE-TV operation is in violation of Sections 309 and 311 of the Communications Act in that no public notice of the request was made; it was not published locally as required, and the commission acted after only 10 days without complying with the pre-grant procedure.

When you think of Kansas City, Mo. remember our A.P.*

Kansas City is the trade hub of the entire 200-mile-wide Mid-America market. And in Kansas City..KCMO-Radio and KCMO-TV give you 2,320,499 cash customers..at a low-cost-per-thousand. KCMO 810-Radio is Kansas City's most powerful station..and KCMO-TV on Channel 5 operates with 100,000 watts full power from America's tallest self-supported tower.

*AREA POTENTIAL

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R.W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

Tedescos would pay rival to drop am application

Oral argument was scheduled last week by Chief Hearing Examiner James D. Cunningham on the joint petition of Albert S. and Patricia W. Tedesco and of Robert E. Smith, applicants for am facilities in Minneapolis and River Falls, Wis., for approval of an agreement for dismissal of Mr. Smith's application. The Tedescos and Mr. Smith each applied for 690 kc, 500 w daytimers in their respective localities.

Mr. Smith said he's asking dismissal because it would cost him some $56,000 to construct his station. Since he first applied, he said, WIXK New Richmond, Wis., has gone on the air to supply River Falls with a "good signal." Mr. Smith expressed doubt that the town (population 3,887) could support another station if he built it.

The Tedescos asked to reimburse Mr. Smith for $5,051 in expenses. He claims he spent $2,981 in engineer fees, $1,411 in legal fees and $282 for long distance phone calls, and that he incurred other minor expenses. The Tedescos asked that Mr. Smith be allowed to drop out and that the facility be granted to them forthwith. This could be ordered by the chief hearing examiner under a new FCC proposal (see story, page —).

Albert S. Tedesco is a brother of Victor and Nicholas Tedesco, purchasers of WMIN Minneapolis-St. Paul, but they have no business relationship (CLOSED CIRCUIT, Feb. 20).

WPTR renewal hearing indicated, says FCC

A criminal contempt conviction against the licensee of WPTR Albany, N. Y., caused the FCC to say last week that a hearing is necessary on the station's renewal application. The commission also questioned whether there was an unauthorized transfer of control of WPTR a year ago.

J. Meyer Schine and members of his family own WPTR through the family corporation, Schine Chain Theatres. In 1949, Schine Theatres entered into a consent decree agreeing to dispose of several of its theatres after a Justice Dept. charge of unfair trade practices against independent theatres.

In 1957, executives of Schine Theatres and the company were fined $73,000 in a criminal contempt proceeding for failing to observe the decree. The fine was upheld by an appellate court and the U. S. Supreme Court refused last year to review the decision.

The commission's action last week was based on the 1957 fines and not on the original consent decree, which

had not affected the licensee's qualifications by past commission practices. The unauthorized transfer involves a merger of two Schine enterprises, Schinebro Inc. (parent of Schine Theatres) with Hildemart Inc., to form Schine Enterprises Inc. The licensee explained the change was of a corporate nature only, within the family, and that it did not know prior approval was required.

There was no comment from the FCC on whether last week's action portends possible future steps the agency might take in the light of antitrust fines and jail sentences levied against officers of parent corporations of broadcast licensees. These involve Westinghouse Electric Co. and General Electric.

The GE-Westinghouse case differs from the Schine conviction in that Schine violated an earlier consent decree while the actions against GE and Westinghouse were taken in an original antitrust case. It is known that there have been unofficial talks within the commission concerning the GE and Westinghouse convictions two weeks ago, but no official steps have been taken or are contemplated at this time.

The court did not invoke Sec. 313, covering antitrust violations, in the most recent case; this which would have forced the FCC's hand.

The FCC last week...

▪ Was requested to assign ch. 27 from Paterson, N. J., to New York City. Petition from Pan American Broadcasting Co. suggested ch. 47 could then be assigned to Paterson. The company said if the channel is assigned to New York, it will apply for it and proceed "diligently" to construct and operate. Rulemaking was asked also to assign ch. 20 from Coshocton to Athens, both Ohio, and to reserve it for noncommercial educational use. Petitioner was National Educational Television & Radio Center, which suggested ch. 20 be replaced by ch. 71 in Coshocton.

▪ Set aside its Jan. 25 grant of a short-term license renewal to WITT Lewisburg, Pa., because of "subsequent evidence of new technical violations and non-correction of previously cited violations." The original reason cited for WITT's renewal of only 15 months was that a transfer of control to WKVA Lewiston, Pa., had taken place without FCC authorization (BROADCASTING, Jan. 30). Warren and Jeanne Fisher own the largest single interest in WITT (600 of 4,000 shares).

▪ Denied a request of South Jersey Radio Inc. to waive policy and assign call letters WOND-FM to its Atlantic City fm outlet to correspond with the WOND call of its Pleasantville, N. J., am. Commission policy does not favor assignment of common call letters to stations of the same licensee in different service areas. The Atlantic City station is presently designated WOSJ-FM. Commissioner Cross dissented.

▪ Granted the application of KVAN Camas, Wash., to move the station to Vancouver with continued operation of 1480 kc, 1 kw D. Chairman Ford and Commissioner Bartley dissented.

▪ Went along with a Nov. 10, 1959, initial decision and granted renewal of license of KMA Shenandoah, Iowa, to May Broadcasting Co. The application was set for hearing in February 1959 on the question of whether the station's 48.86% ownership of KFAB Omaha violates duopoly regulations (BROADCASTING, Feb. 16, 1959). Commissioner Bartley dissented to last week's action.

▪ By action of Chief Hearing Examiner James D. Cunningham, dismissed with prejudice application of Oregon Tv. Inc. for ch. 3 in Salem, Ore. Oregon Tv had asked for dismissal to alleviate necessity of comparative hearing with Willamette-Land Tv Inc. and to expedite the start of local tv service for Salem. Nafi Corp., parent of Oregon Tv, acquired the applicant when it purchased KPTV (TV) Portland, Ore., from George Haggarty in June 1959. No consideration was paid for withdrawal, which left Willamette-Land (W. Gordon Allen & Assoc.) as the sole applicant.

▪ Received plea from Laurel Broadcasting Co. asking for procedure it should follow in further prosecution of petition for withdrawal of its application for new am in Laurel, Md. Laurel pointed out that Chief Hearing Examiner James D. Cunningham has dismissed its application with prejudice but refused to approve agreement whereby remaining applicant, Interurban Broadcasting Co., would pay Laurel $10,010 as partial reimbursement for expenses (BROADCASTING, Feb. 13). Since then, Laurel said it has appealed to the commission, with the backing of the Broadcast Bureau, and also has been ordered by the examiner to furnish additional information (BROADCASTING, Feb. 20). "Laurel is therefore uncertain as to the propriety of its complying . . ." with the latest Cunningham order, the applicant said, in asking for a ruling as to whether matter is properly before commission or examiner.

Another New B.I.S. TV Release!
Venice Film Festival
Diploma of Honour
SEAWARDS
THE GREAT
SHIPS
tells the absorbing drama of shipbuilding on the Clyde in Scotland—from the smallest craft to the largest passenger vessels.
½ Hour Black & White Film
directed by Hilary Harris
from a script by John Grierson
AVAILABLE FREE FOR IMMEDIATE BOOKING
Radio-TV Division
BRITISH INFORMATION SERVICES
45 Rockefeller Plaza, New York 20, N. Y.

20th Century-Fox seeks tv leadership

SALE OF POST-'50's TO NBC FINANCES MAJOR EXPANSION INTO MEDIUM

They are busy this week at 20th Century-Fox Television. A $1 million pilot production program has a big staff hopping in a determined assault by a major motion picture studio for tv leadership. To help finance the effort, 20th Century-Fox has some $6 million from its post-1950 movie sale to NBC (BROADCASTING, Feb. 20).

Across the country from the humming production scene, Peter G. Levathes, president of 20th Century-Fox Television, last week was in his New York office contemplating a workload that is at least doubled. Depending on the success of network negotiations of the next month or so, it could be even bigger.

Mr. Levathes views the ferment calmly, quietly explaining the mushrooming growth. About the NBC deal:

The first-year fee for NBC's pick of 30 from more than 150 recent motion pictures is something around $6 million. This will go higher if NBC chooses to exercise its option in the two years following.

Full length U. S.-produced motion pictures in network prime time, an idea with a certain amount of shock value, is to Fox Tv a logical extension of the trend to longer programs. "Networks were asking us for 90-minute programs," Mr. Levathes says. "Now, this is a creative problem of the first magnitude, and it led to the question, 'why not take features?' " The eventual acceptance of this idea was "a natural and inevitable development," as he sees it. Slotting feature films as prime program fare, as NBC will do in Saturday 9 p.m. time, can be valuable, he explains, both tactically and to build circulation. As Mr. Levathes understands it, the shows will be on an "open end" basis to allow for uncut screening.

And Then ▪ The future sale of the post-1950 pictures can only be enhanced by network showing, Mr. Levathes is convinced. He refers to syndication successes of post-network tv series and explains that one national broadcast doesn't come anywhere near exhausting a show's potential.

Only a couple of sound stages on Fox's three lots remain in the service of theatrical features, the tv studio head reports. In the wake of a million-dollar production load in tv pilots, the company is planning studio changes for tv that will cost several millions. The building will get underway in the spring at the 60-acre main lot at "Fox Hills." (The three Fox locations are Hollywood's Beverly Hills, Western Avenue-Hollywood and Malibu Ranch, Calif.)

Much of the tv production will be done on location, which fits in with the company's basic tv philosophy, that is to push back the frame and put the shown on a much broader canvas. This philosophy was signalled by *Adventures in Paradise,* which weathered a rocky introduction in the 1959-60 season on ABC, with some doctoring became a success and is on the books for next (its third) season in the same Monday 9:30-10:30 p.m. (EST) period. There are plans to take *Adventures in Paradise* out of its own west coast lagoon across the Pacific to Tahiti this summer.

On the Road ▪ Next season's shows take 20th Century-Fox farther abroad and up and down the highways of this country. Film was rolling last week on these pilots:

Bus Stop, hour series based on the William Inge play, with Marilyn Maxwell, Joseph Cotten and Tuesday Weld in the cast, produced by Robert Blees and directed by Don Siegel,

The Hunters, hour show to be shot in Africa, written and produced by Mr. Blees, directed by Pete Lyon and featuring in the cast Brett Halsey, Skip Homeier, Guy Stockwell and others,

Margie, half-hour storyline taken from a 20th Century-Fox movie that starred Jeanne Crain, now with Cynthia Pepper in the title role, produced by Hal Goodman and Larry Klein and directed by Jack Sher,

House on the Rue Riviera, 60-minute program directed by Douglas Heyes and starring John Ericson, Richard Anderson, Jayne Mansfield and Diana Trask,

The Ginger Rogers Show, a half-hour with the star in twin roles and Charles Ruggles in a key part, and

The Jayhawkers, a post-civil war, hour western, with Dan Dailey, Ann Blyth and others in the cast.

The Circus, which had been discussed as an hour series of specials, has been postponed by Mr. Levathes.

Insurance ▪ All are co-production deals with networks except one, *The Ginger Rogers Show,* and the heavy pilot activity is in addition to Fox's regular workload on *Adventures in Paradise, Hong Kong* and *Dobie Gillis.* The half-hour *Dobie* show is still uncommitted for CBS next season, but dopesters had it pencilled on their network forms early this month (BROADCASTING, Feb. 6).

The new production budget completes Fox's network spread. *House on the Rue Riviera* is with NBC, *The Jayhawkers* with CBS and the rest with ABC, which also was the interested

Marilyn Monroe is a standout in 'There's No Business Like Show Business,' one of the post-1950 package of 30 movies NBC has scheduled for Saturday night. The films were bought from 20th Century-Fox for $6 million.

OVERSEAS

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 27-March 3, 6-8 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Feb. 27-March 3, 6-8 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Feb. 27-March 3, 6-8 (10:30-11 a.m.) **Play Your Hunch,** part.

Feb. 27-March 3, 6-8 (11-11:30 a.m.) **The Price Is Right,** part.

Feb. 27-March 3, 6-8 (12:30-12:55 p.m.) **It Could Be You,** part.

Feb. 27-March 3, 6-8 (2-2:30 p.m.) **The Jan Murray Show,** part.

Feb. 27-March 2, 6-8 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

March 1, 8 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

March 1, 8 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

March 2 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

March 3 (9-10 p.m.) **The Bell Telephone Hour,** AT&T through N. W. Ayer.

March 4 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

March 4 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

March 4 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

March 5 (6-6:30 p.m.) **Meet the Press,** co-op.

March 5 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

March 5 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.

party in the shelved *Circus.* Network co-production is a way of life for the kind of show Fox is doing. "We couldn't afford syndication," the tv chief says of his large-cast, mostly 60-minute, big facility shows. Then, to sell an hour show you have to bring several advertisers together, and this is somethink a network does best, he explains. Sure, advertisers sometimes come to him, Mr. Levathes acknowledges, but his company has no advertiser-financed shows and sees no trend in that direction.

Another basic Fox policy is to make a show for a specific reason, not to "have a lot of pilots kicking around." Mr. Levathes is counting no chickens in the hatching season, but this conservatism and five hours of co-production deals add up to a strong probability of doubled activity for the next year. If *Hong Kong, Dobie Gillis* and the new Ginger Rogers show make it, the work will be nearly trebled.

This score doubtless led to the decision to build new tv studios at Fox Hills. At present 300-400 people are filling all the lots to capacity, but the fact that much of the new shooting and some of the old is away from home may give carpenters some leeway. East Africa is the locale for *The Hunters,* Italy and France for *The House of Rue Riviera,* and both *Bus Stop* and *The Jayhawkers* are roaming this country.

Revving Up ▪ The tv peaks came about 14 months after Mr. Levathes left the advertising agency side of the business to return to Fox, where he had served years earlier. At Young & Rubicam, New York, he was radio-tv vice president, and from 1938 to 1953 he had been with 20th Century-Fox Film Corp., first as executive assistant to President Spyros P. Skouras and later in charge of the company's television. Soon after Mr. Levathes rejoined Fox, the tv subsidiary completed purchase of its first television station, KMSP (TV) Minneapolis. Now it is taking vigorous new steps in world tv and domestic syndication of product on hand.

Alan M. Silverbach, a 15-year Fox man who had been managing foreign sales, has moved over to the tv subsidiary as director of international sales, handling both tv programs and motion pictures. He has nine tv shows in action around the world, some pictures and sees "no ceiling" to the market. The current domestic network programs are playing internationally, in addition to *Five Fingers, My Friend Flicka, Crusade in Europe, The Greatest Drama, Three Guesses* and *Broken Arrow* (the last is syndicated by International Television Corp. here and in Latin America but by Fox Television elsewhere).

Dubbing goes on in French, Italian, German, Spanish, Portuguese, Asian tongues and others. Some of the hot international spots are the new United Arab Republic Network, Japan, Latin America, Australia, and the company will move into the Philippines and Siam soon.

On the domestic selling front, Charles W. Goit joined 20th Century-Fox Television last September as national sales manager, coming from International Television Corp. and TPA (which ITC absorbed), where he did the same thing. Mr. Goit is organizing for action now and will be pitching networks as well as domestic syndication customers.

Key men on Mr. Levathes' Hollywood production team are Roy Huggins, production vice president, who came from Warner Bros. with credits for *Maverick, Cheyenne* and others, and William Self, executive producer, who used to be with CBS. Their names are on the pilots in work now.

There are 30 films in the NBC $6 million purchase from 20th Century-Fox. Among the many which are outstanding are: 'On the Riviera' (top) with Danny Kaye; 'The Black Rose' (second) with Tyrone Power and Orson Welles; 'How to Marry a Millionaire' (third) with Marilyn Monroe and Lauren Bacall, and 'The Titanic' with Barbara Stanwyck and Clifton Webb. NBC has options for two more years, with an increment in the annual $6-million fee.

Enright, Crown, to do live tv shows for SG

Screen Gems, Inc., New York, announced last week it has concluded a co-production agreement with Aladan Productions, New York, headed by Dan Enright and Alfred Crown, for the development by Aladan of an assortment of live dramatic and panel shows.

This will mark Mr. Enright's re-entry into television after an absence of a year and a half. As a partner of Barry-Enright Productions, Mr. Enright was active in the production of various network programs, including *Twenty One* on NBC-TV, which went off the air after the tv quiz scandals. The first of the series to be produced by Mr. Enright and Mr. Crown is expected to be ready for network presentation next fall.

The move is the second step in the development of a live packaging operation by Screen Gems. The company recently announced that it had retained Herbert Sussan, former director of programs for NBC-TV, to develop a package of live dramatic and musical specials (BROADCASTING, Feb. 20). Since his absence from tv, Mr. Enright has been developing motion picture properties with Mr. Crown, a veteran producer who has been vice president of Samuel Goldwyn Productions and president of Moulin Productions.

Confused pilots

Drop that *File*, add that *Beat*, try to keep the *Las Vegas* pilots in line or you'll wind up confused. And you probably will, anyway, as producers keep changing their minds and their titles. Rundown of pilot programs for tv series projected for 1961-62 season release (BROADCASTING, Feb. 20) listed Warner Bros. offering as *Las Vegas File* and that of Goodson-Todman as *Las Vegas*. At presstime this week correct titles were *Las Vegas* for the WB show —*Las Vegas Beat* for the G-T series.

Desilu blames profit drop on writers' strike

Desilu Productions had net profits of $264,949, equal to 23 cents per share, on gross income of $14,432,798 for the nine months of fiscal 1961 ended Jan. 28, the company reported last week. Third quarter gross was $5,970,303, with a net of $144,032, or 13 cents per share.

For fiscal 1960, Desilu's first nine months gross was $17,553,899 and its net was $708,121, or 61 cents a share. The third quarter figures showed a gross of $9,091,404 and a net of $587,204, or 51 cents a share.

In a report to stockholders, President Desi Arnaz blamed the decreases this year on a late start in production caused by the writers' strike and the fact that Desilu is currently doing no tv shows for syndication. The syndication market has become uneconomical to the point where the company would be obliged to invest money on a speculative basis, which it is unwilling to do, Mr. Arnaz stated. He reported that negotiations are in progress for the sale or residual use of the studio's full inventory, which will total 1,014 half-hours of entertainment by April 30. The recent realignment of key personnel, he said, will enable him to concentrate on sales and top programming, with three operations vice presidents in charge of programming, production and studio operation, administration and finance.

New newsfilm service

British Commonwealth International Newsfilm Agency Ltd., whose daily newsfilm service, Visnews, is being used for the first time in this country by Metropolitan Broadcasting's WNEW-TV New York and WTTG (TV) Washington, D. C., plans to expand into other major U. S. markets. George Tyler, Visnews assistant commercial manager just in from London, and New York office manager Alan White currently are working on details. They expect commercial manager Norman Dickson from England later this month to announce new U. S. customers. Visnews covers world events from its London headquarters.

Producers Studio leases California Studios lot

Producers Studio, a new corporation, has secured a long term lease on the property formerly operated by California Studios at 650 N. Bronson Ave., Hollywood, plus the equipment needed to operate a first-rate studio, the company announced last week. The transaction, involving more than $500,000, covers nine sound stages ranging from 8,000 to 16,000 square feet. *Gunsmoke* and *Have Gun, Will Travel* are among the tv shows produced on the property, which started in tv production in 1950.

Principals of Producers Studio are: Fred Jordan, president; Gerald L. King, vp and secretary; John Young, vp and treasurer; Arthur J. Gaunt, vp. Phil Rapp will join the organization on completion of his duties as executive producer of the *Tab Hunter Show*.

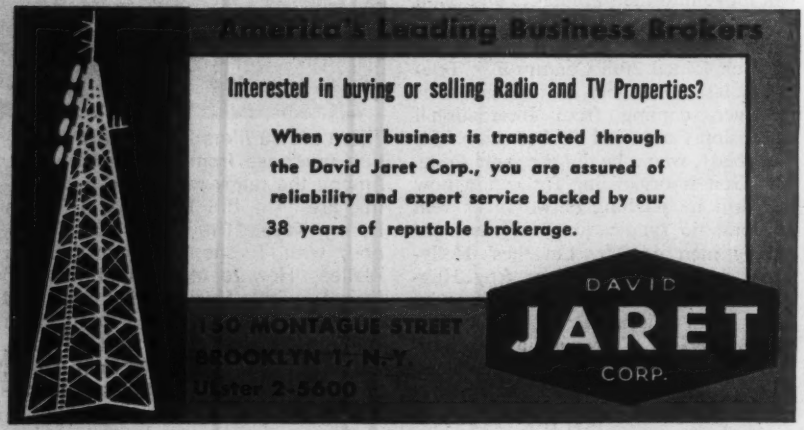
Philip N. Krasne, operator of California Studios before the property's takeover by Producers Studio, is returning to full-time film production activity.

California Studios Div. of Visual Merchandising, slidefilm production firm, continues in operation under the supervision of its vice president and general manager, Richard S. Degner. Mr. Krasne and Mr. Degner are partners in this operation.

MGM plans to release post '48 films to tv

Metro-Goldwyn-Mayer plans to prepare to release post-1948 films to tv. Joseph R. Vogel, president of MGM, indicated to stockholders last week that the firm would "maintain a significant gap" between the theatre presentation of a film and the time it is licensed for tv release. Among major film companies, Warner Bros., Columbia Pictures, 20th Century-Fox, RKO Pictures and United Artists Corp. already have released post '48s.

Mr. Vogel also told stockholders that earnings in the fiscal year ending on Aug. 31, 1961, are expected to increase 25% over 1960 profits. Last year MGM showed a profit of $9,595,000, equal to $3.83 a share. MGM's president predicted that profits in 1962 and 1963 will show further increases over his estimate for this year.


America's Leading Business Brokers
Interested in buying or selling Radio and TV Properties?
When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 38 years of reputable brokerage.
DAVID
JARET
CORP.

8MM MOVIE GEAR FOR TV

Great film economies expected through use of new camera equipment developed by Fairchild

A major breakthrough—the complete use of 8mm magnetic sound film equipment for a television newscast—was claimed last week by Fairchild Camera & Instrument Corp., Syosset, Long Island, N. Y.

Fairchild claims the process will work both in color and in black and white at substantial savings to comparative 16mm and 35mm models.

According to Fairchild, KPHO-TV Phoenix, Ariz., successfully telecast a seven-minute interview which had been recorded, processed and projected with slight adaption using Fairchild's new 8mm sound movie camera equipment.

A giant stride in the trend toward miniaturization, KPHO-TV's success also indicates unlimited possibilities in news and special events programming in addition to great economic savings. It also opens the door for many stations—which otherwise would be stymied financially—to engage in local production of news films.

Specifically the cost factor is quite notable. Broken down it reads thusly: camera, $249; adapted projector, about $500; processor, $1,375. Total, about $2,125. Fairchild, however, has come up with another angle to fetch possible customers. It will lease the equipment to any station for $50 per month, including complete servicing. This figure to $600 yearly for a complete sound film operation. A film user in a major market told BROADCASTING its cost without sound was about $17,500, a marked increase under any measurement scale.

The experiment, one of the main features at the NAB engineering conference (May 7-10) in Washington, will be demonstrated and described more fully at that time.

Main opposition in using 8mm for tv has been poor resolution, but Fairchild claims to have solved the problem in addition to the lesser difficulties that have prevented the smaller film's success in prior experiments.

The color film was successfully produced by Color-Sound Inc., N. Y., producer of promotion and sales films. Firm now has three pilots in the works which will be on display in New York starting March 20. Camera used was a modified and adapted Fairchild Cinephonic 8mm.

Equipment used by KPHO-TV in its test included a portable, 8mm handheld, sound movie camera (5 pounds in weight), companion 8mm sound projector and a rapid film processor. The camera, equipped with its own power supply and recording system built in, enables its user to carry the entire system in one hand.

Sound is recorded by pushing the start switch while another knob adjusts the volume. Monitoring is achieved through a miniature headset, similar to a conventional hearing aid.

The camera permits about 2¾ minutes of shooting time in each half of the 50 foot film roll. The spool is then reversed, allowing a total of approximately five minutes of shooting time. The film goes directly into the Mini-Rapid 16 processor (currently in use in many tv stations) with no changes or adjustments.

Satellite successful in vlf-vhf retransmission

Navy's ionospheric-probing satellite, boosted into 110-613 mile high orbit from Cape Canaveral Feb. 21, is operating properly on 18 kc, receiving vlf signals from Panama Canal Zone Navy installation and retransmitting them back on a vhf circuit through the F-1 layer.

The satellite—one of a pair—was put into orbit via an Air Force Thor-Able-Star rocket. The two satellites (the primary one was a Transit III-B navigational experiment) failed to separate as planned, but are traversing an elliptical orbit together. Both are operating, but the orbital height is not considered good for the Transit sphere.

Lofti, for "low frequency transionospheric," weighs 54 lbs. It is designed also to report electrical lightning phenomena through the ionosphere to ground stations.

Walker says best stereo is Zenith-GE

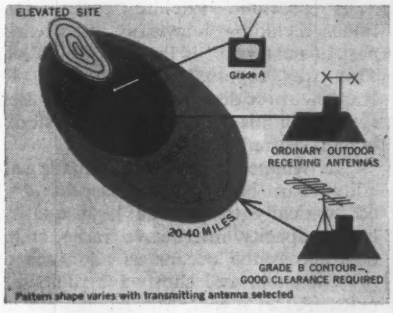
The man who ran the field tests on fm stereo standards ticked off the pros and cons of the various proposed systems last week—and stuck his neck out to the extent he started a buzz of three-dimensional speculation among fm broadcasters and manufacturers.

A. Prose Walker, manager of NAB's engineering department and chairman of the National Radio Stereo Committee's field test committee, gave his views on the six stereo systems at a Washington IRE professional chapters meeting. He suggested that if he were an FCC commissioner he would "knock the

NOW! *Increase TV coverage!*

The EMCEE VHF TRANSLATOR

for simplest installation and maximum performance! **FCC TYPE ACCEPTED!**



- **CONVERSION FLEXIBILITY**... any input channel to any non-adjacent output channel.
- **FREEDOM FROM INTERFERENCE**... no internal signals which coincide with input to any other translators.
- **EASY OPERATION UNDER FCC RULES**... simple control and identification unit minimizes maintenance and reduces cost... no operator required.
- **EASY-INSTALLATION**... available for cabinet/rack mounting or in weatherproof housing.

TRANSLATORS MAY BE RUN IN TANDEM TOO!

Here's the new VHF Translator with outstanding advantages for all installations. EMCEE Translators are the result of long experience in quality design and trouble-free construction by some of America's leading experts. Now fill in troublesome areas with the advanced EMCEE VHF Translator.

ELECTRONICS, MISSILES AND COMMUNICATIONS, INC.

266 E. Third Street • Mount Vernon, New York

GET FULL FACTS ON ADVANCED DESIGN AND LOW COST TODAY!

ELECTRONICS, MISSILES & COMMUNICATIONS, INC.
266 E. Third Street • Mount Vernon, New York
Gentlemen:

___Please rush free planning package including data sheet, complete installation check list, coverage calculation form.

___Please send free reprint of FCC rules covering translators.

NAME_____

ADDRESS_____

CITY_____STATE_____

heads" of GE and Zenith together to force them to mesh their proposals.

Mr. Walker said he arrived at his choice in this way: Crosby Electronic's system does not permit the simultaneous broadcast of stereo and subsidiary communications (storecasting, musicasting, etc.). Since the income of most fm broadcasters comes mainly from these non-broadcast services, Mr. Walker observed, the approval of the Crosby method would be a disservice to fm.

Multiplex Corp., Calbest and EMI systems were found to be still in developmental stages, he noted. None was at the commercially feasible level.

This leaves the GE and Zenith systems, he concluded. Both are so similar to each other, he stated, they should be "married" into one system.

Meanwhile, the simmering battle between Crosby and GE took a new tack with supplemental filings by both. Crosby told the FCC several weeks ago that it should beware of freezing stereo by adopting too rigid standards based on the state of the art now, obviously aiming its barbs at the GE and Zenith proposals. Last week, GE responded by telling the commission it should be chary of adopting any system which contains segments that have not been field tested. This was a reference to some revisions submitted in the Crosby supplemental submissions.

Video Tape Unlimited's station-on-wheels

Video Tape Unlimited Inc. of New York, a self-contained tv station-on-wheels, is shown being demonstrated for the first time last week in conjunction with the opening of ABZ Assoc.'s (BROADCASTING, Feb. 20, 1961) new production center for tv commercials. Equipped by RCA, the mobile studio carries full power equipment and is stationed outside the ABZ building at 266-68 E. 77 St.

AT&T shoots for 1962 satellite communications

Transoceanic satellite communications, including television, "the early part of next year" is the goal of AT&T. This was reported by Frederick R. Kappel, president of the giant Bell system, in his annual report to stockholders issued last week.

Mr. Kappel said that man-made satellites can be used successfully and economically to provide high quality, large capacity microwave radio channels across the oceans as additions to present cable and shortwave radio circuits. AT&T's goal, Mr. Kappel stated, was to test a satellite in orbit in cooperation with Great Britain and Europe early in 1962. Plumping for the satellite to be privately owned, Mr. Kappel explained that AT&T would own and operate the ground stations in the United States and share satellite costs with the communications agencies overseas.

The Bell System completed its biggest construction program in 1960. It spent $2.6 billion. It reported total revenues of over $8 billion for 1960, with net income over $1¼ billion ($5.53 per share). This compares with $7.5 billion gross income and $1.1 billion net revenues ($5.22 per share) in 1959.

The AT&T took a dim view of the authority granted by the FCC last year for private use microwave systems. This permits tv stations, as well as other users, to install and operate their own inter-city relay systems.

Super-power tv station

The RCA Victor Co. Ltd., Canadian subsidiary of RCA, has completed arrangements for building and installing what it claims will be the most powerful low-band tv transmitter in North America at the Canadian Broadcasting Corp.'s new station, CBXT-TV Edmonton, Alta. The new CBC transmitter will be capable of 318 kw ERP, nearly double that of any low-band station (channels 2 through 6) in Canada and three times as powerful as any in the U.S. The exceptional high-power output is achieved by a special super-gain antenna designed by RCA Victor engineers in Montreal where the transmitter is being built. CBXT-TV is scheduled to begin broadcasting on Sept. 1.

SMALL MARKET BONUS BUY

★ 60,100 TV HOMES in Western Montana
★ CBS-ABC-NBC Best Programs of all three networks shown, assuring top audiences.
★ COVERAGE KMSO-TV services Seven cities of Missoula, Butte, Anaconda, Deer Lodge, Helena, Hamilton, and Kalispell in 13 Western Montana counties

KMSO-TV
MISSOULA, MONTANA

CBS·NBC·ABC

NATIONAL REPRESENTATIVES
THE BOLLING COMPANY

BBG head proposes fines for excess spots

CAB SHOWS PRIVATE BROADCASTERS' ROLE IN ECONOMY

Canadian stations broadcasting too many spot announcements in violation of Board of Broadcast Governors regulations should be fined in the amount of their excess income from such advertising, Dr. Andrew Stewart, BBG chairman, suggested to the Parliamentary Committee on Broadcasting at Ottawa in mid-February.

At the same meeting the Canadian Assn. of Broadcasters filed a brief with the BBG saying private broadcasting has become an industry large enough to be a significant factor in the Canadian economy.

Dr. Stewart said that under the Canada Broadcasting Act stations can be fined only by license suspension, a punishment he feels is too drastic. He said monetary fines would fit the crime better than the present BBG power to suspend a license.

This was the first time the BBG has been questioned by a Parliamentary Committee since its appointment in 1958. Dr. Stewart was also asked what is being done about undue influence by advertisers on radio and television programs. He stated his belief that such pressures exist but did not know its magnitude. He felt that under the North American system of program sponsorship this would be hard to control, and it is too late now to permit spot announcements only, without identification with specific programs.

Warning ▪ Dr. Stewart warned Canadian television stations that the BBG would strictly enforce its requirement of 45% Canadian program content after April 1. He felt that in fairness to upcoming new television stations or those recently started in major cities as second stations, the 45% Canadian program content would not be enforced till Sept. 1. In a year the Canadian program content will be 55%.

Some committee members questioned Dr. Stewart regarding the same percentages on commercials. This has come up, Dr. Stewart stated, in submissions made by Canadian commercial advertising producers, but no decision has been made yet. The BBG is looking into the possibilities of enforcing a 45% Canadian content requirement for commercials.

CAB told the committee it represents 162 of the 193 privately-owned radio broadcasting stations in Canada, and 42 of the 45 such television stations and 4 of the 11 such tv stations licensed but not yet on the air.

Payrolls ▪ Other facts: 85 radio stations in the past financial year employed 2,248 fulltime personnel, 17 tv stations reported 945 fulltime employes, 19 combined operations reported 748 fulltime employes, representing 3,977 fulltime employes for 121 stations replying to CAB's recent questionnaire. Of the radio-tv stations, 106 employed 9,543 artists and casual help during the preceding financial year; 85 radio stations reported a total annual payroll of $10,534,214; 17 tv stations reported a payroll of $3,501,763; 19 combined operations reported an annual payroll of $3,743,854. Total payroll for 121 stations: $17,769,831.

Fringe benefits of $571,222 were paid out by 114 radio and tv stations; 83 paid $3,137,546 for Canadian program material; 120 paid $896,186 in copyright fees; 97 spent $1,222,521 on further encouragement of creative and performing talent; 65 spent an additional $439,762 on artist fees, and 39 stations spent another $99,132 for other programming purposes.

The brief showed that 75 radio stations reported fixed assets at $16,097,426; 17 tv stations $11,228,102; 17 combined operations $7,894,716, for a total for 109 stations at $35,220,244.

Programming ▪ About half the brief was devoted to programming developed by the CAB member stations in their communities, and to their public service record. A total of 103 radio and tv stations reported a time card value of $6,890,582 for their public service programming and announcements.

Among the public service programming listed are the national festival choir and national ballet performances aired by Radio Nord stations in northern Quebec; *Talent in Toronto* programs by CHUM Toronto; musical talent development programs by CHRC Quebec City, Que.; CFRB Toronto; CFQC Saskatoon, Sak.; and CHWO Oakville, Ont., and others. The report details 58 typewritten pages of programs by members in the public service category, ranging from the roving reporters of CFRS Simco, Ont., sent to 31 world cities, to drama festivals sponsored by CFCL-TV Timmins, Ont.

Caldwell signs five tvs for proposed network

Spence Caldwell, Toronto film and equipment distributor recently licensed by the Board of Broadcast Governors, Ottawa, to form a second Canadian television network, has lined up five second stations in as many Canadian cities.

His license requires him to sign six of the eight second stations in the cities where these have been licensed, before he can start operation. Mr. Caldwell reports he has lined up CJAY-TV Winnipeg, Man.; CHAN-TV Vancouver, B. C.; CFRN-TV Edmonton, Alta.; CFCN-TV Calgary, Alta.; CJCH-TV Halifax, N. S. Not yet signed are CFCF-TV Montreal, Que., CFTO-TV Toronto, Ont.; and CJOH-TV Ottawa.

Mr. Caldwell expects to have 10 hours of network programming available for the group, some produced by affiliated stations. He hopes to have 28 hours of network programming available ultimately, with three hours of national news. He has been given till August to get underway.

Canadians plan own Radio Advertising Bureau

Canadian Assn. of Broadcasters is now busy organizing a new Radio Advertising Bureau. It will operate as a separate entity, with no connection with the Ottawa CAB headquarters. The Canadian RAB will headquarter at Toronto.

Establishment of the CRAB is expected to be a controversial topic at the closed business sessions of the CAB convention at Vancouver in mid-March. Membership in the CAB is expected to mean lower fees for members of CRAB.

The modern way to select new call letters

SAN DIEGO STATIONS DID IT WITH AID OF COMPUTER

KFSD-AM-TV San Diego will become KOGO-AM-TV on March 1, a fact that, among other things, proves that broadcasting and science *do* mix. It does not imply, however, that the station has gone egghead, but that its officials have gone their cohorts one better in selecting a new identity.

Here's the story: A call letter change had been under consideration for some time but station officials wanted to be positive before making so rash a move (KFSD had been the call since 1926). So they packed up their dilemma and headed for the nearby Convair Astronautics missile plant, hoping to coax the answer from the plant's IBM 7090 computer. And they did. Within 15 seconds the machine had calculated all possibilities of four call letters beginning with the letter K. Two minutes later it had typed out 17,576 combinations

After several days, 17,575 possibilities had been eliminated for various and sundry reasons—they were already in use, they weren't suitable or they didn't fit the image.

To celebrate its new call, the station has anounced a fresh musical image, a $50,000 contest, a jumping kangaroo named Kogo-Roo (a mascot), and more extensive news coverage. KFSD-FM, which programs separately, will retain its call letters.

How to attract teens to television news shows

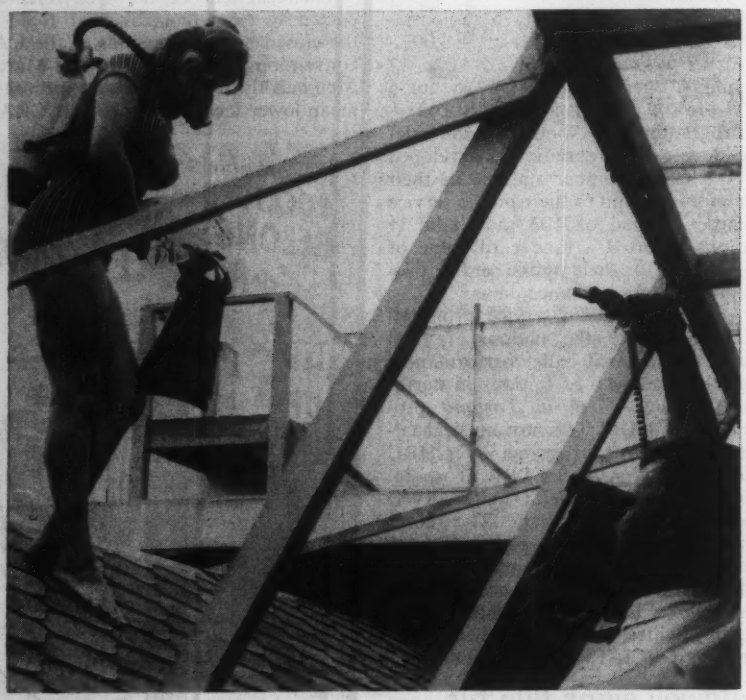
How can a television station attract the teen-aged audience to its already top-rated early evening newscast?

That was a problem facing WBNS-TV Columbus, Ohio.

To reach this age group, WBNS-TV enlisted the active participation of 31 public, parochial and private schools in a project it calls "Youth Reports." The program provides an opportunity for journalism, writing, radio-tv and English classes to prepare three-minute scripts on various school activities. The station's public affairs department picks one script from each school, and the news department helps the students illustrate their story with film and photos. A student handles the introduction and narration of each "Report."

WBNS-TV presents two "Youth Reports" each week on its 7 p.m. newscast with Chet Long. At the end of the school year, the best presented "Report" will be chosen and the school it represents will be awarded a $500 prize.

And, WBNS-TV hopes, the students will be watching for the report on their own school and develop a viewing habit with its early evening newscast.



A big splash for 'Assignment: Undercover'

KPIX (TV) San Francisco has gone in for realism in the promotion of its new action-adventure series, *Assignment: Undercover*. Capitalizing on the "beauty" end of the show (and there's nothing fishy about that), KPIX hired model Bonnie Robin, dressed her in a bathing suit and aqualung and sent her around to visit the Bay area press—which she did with a big splash. In photo above Bonnie poses for a cameraman in dry dock. He was a landlubber and she really didn't need any water to put the point across to him.

Budweiser plans day-in-sun

For the past two years station representatives and salesmen for other media have gone to St. Louis for briefings from D'Arcy Adv. and Anheuser-Busch Inc. on the annual major "Pick-a-Pack" promotion for Budweiser beer. But this year they will head south instead. The meetings will be held March 14-18 in Tampa, Fla., and will cover details of Budweiser's extensive broadcast plans, including tie-in merchandising. D'Arcy has chartered a plane to fly the invited representatives from Chicago and St. Louis and will be host with Budweiser at several social events, but the representatives are paying transportation and hotel expenses.

KALL has "Heart of Gold"

The Heart Fund is receiving aid from KALL Salt Lake City with its "Heart of Gold" contest.

Throughout the broadcast day, KALL plays records with the word "heart" in the title. Every hour a name is called out. That person is given a time limit to call the station and name all tunes the station has played with the magic title word. For each tune named, the listener receives a dollar. An identical amount is donated by KALL, in the listener's name, to the Heart Fund.

KDKA rings transit's bell

KDKA Pittsburgh, is engaged in a campaign to encourage its listeners to use public transit facilities.

As part of the effort, area residents

are receiving free rides on a "solid gold streetcar" and chances at prizes being awarded by KDKA. The special car is placed on a different route each day.

Leading up to the campaign, KDKA personality John Stewart went through the training course for streetcar operators and actually operated a Pittsburgh Railways Co. vehicle for several days. He made reports on his progress and experiences on his *John's Other Life* which is a part of KDKA's nightly feature *Program PM*.

BPA plans awards for on-the-air promotion

The Broadcasters' Promotion Assn. will recognize "excellence in on-the-air promotion techniques" with a series of awards to be presented at the 1961 BPA Seminar in New York.

John F. Hurlbut, BPA president, WFBM Indianapolis, reports that entries will be received from non-members of BPA as well as from BPA members. He stated that BPA is establishing its awards to encourage "more creative use of the best promotion tool at our disposal—our own air time."

Categories for the competition are:

Television ▪ Station image announcements (call letter, channel number, trade mark); special events (news, sports, public affairs); general programs (show, personality).

Radio ▪ Station image (call letter, frequency, sound trade mark); special events and personalities and programs.

Mr. Hurlbut has appointed Dorothy Sanders, WLWD (TV) Dayton, Ohio, chairman of the Awards Committee. Other committee members are Chuck Gay, WHIO Dayton; Harvey Clarke, CFPL London, Ont., Canada; Jack Dorr, WBNS-TV Columbus, Ohio; Dave Kimble, Grey Adv., New York and Steve Libby, Communications Counselors Inc., New York.

Two classes of awards will be presented: "Awards of Merit" and "Awards of Honorable Mention."

Drumbeats...

Mail call ▪ At a recent special ceremony in the postmaster's office of the Philadelphia Post Office, Dick Clark, star of ABC-TVs daily *American Bandstand*, opened the five-millionth piece of viewer mail he has received since the program started in August 1957. The *Bandstand* office at WFIL-TV Philadelphia, where Mr. Clark's daily mail load is normally delivered, has processed letters from state governors to pre-teenagers.

Roanoke research ▪ Avery-Knodel Inc., New York, has prepared for distribution to spot tv advertisers and their agencies a study of the Roanoke, Va., tv market on behalf of WSLS-TV that city. Entitled "Roanoke . . . WSLS-TV, Synonyms for Profit," the guide documents the diversified industrial picture of the 52-county market, which includes the three principal cities of Roanoke, Lynchburg and Danville. In addition to market growth figures, the detailed study explores the station's coverage, programming and audience compositions.

Morning people ▪ To see if he had many listeners at 5:30 a.m., Phil Burgess, early morning man at WINF Manchester, Conn., started a "5:30 a.m. Club." In a two-month period over 170 listeners called the station between 5:30-6 a.m. to become members. Earlier this month, over 50 members of the club gathered at WINF's studios between 5:30-7:30 a.m. for a coffee party.

Babel in a bubble ▪ Nineteen programs in Polish, Czech, Bulgarian, Rumanian and Hungarian languages went out recently from the WCBS New York plastic bubble studio, pitched in Pennsylvania Station to inaugurate the 11th annual fund drive of Radio Free Europe. The RFE signal was shortwaved live in what was billed as the first opening of RFE broadcasting to public view. Besides the shortwave production, WCBS originated its own Jack Sterling, Ed Joyce and Oscar Brand shows from Penn Station. WCBS first broadcast from the air-supported bubble last fall at Grand Central Station to publicize its live entertainment (BROADCASTING, Nov. 28, 1960).

KDEO billboards blanket San Diego

What is it golfers go for, dog lovers dial, sun lovers tune, bird lovers like and debutantes dig? The answer is KDEO, Radio "91," according to 516 fullscale 24-sheet outdoor boards lining every highway and main traffic artery in and around San Diego, Calif. "This is by far the greatest outdoor showing in the history of San Diego media," declares John H. Pace, general manager of KDEO. The impact has been nothing short of sensational."

Among those impressed by the boards was the advertising manager of a large West Coast company who had planned to use another station in San Diego but after driving around town decided that a station whose management got its name across so decidedly would probably do just as good a job for its advertisers. So he placed his business on KDEO.

For that IRE®

NEW IDEA

visit the

IRE SHOW

March 20-23, 1961 New York

Coliseum and Waldorf-Astoria Hotel

Members $1.00, Non-members $3.00 Age limit—over 18

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Wible

Arthur E. Wible, vp and director of Maxon Inc., Detroit, appointed administrative assistant to president in addition to current duties. He joined Maxon in 1954 after 20 years in various advertising capacities.

Ernest J. Hodges, vp and account supervisor on Ralston Purina at Guild, Bascom & Bonfigli, San Francisco, elected to board of directors.

Burton A. Morgan named production manager of Fletcher Richards, Calkins & Holden, N. Y. Before joining firm in 1954, he was with Erwin Wasey & Co., that city.

Grant Hipwell, group head, art department, J. M. Mathes, N. Y., appointed vp and director of art.

Robert F. Higbee appointed copy director of Young & Rubicam, Chicago. He has been associate copy director in agency's New York office.

Quintin E. McCredie joins Mark Schreiber Adv., Denver, as production manager. Previously he was with KLZ and KOA, both that city.

"INSURED AGAINST EVERYTHING."

YES? Check on the chance that somebody "out there" will accuse you of

LIBEL
SLANDER
INVASION OF PRIVACY
PIRACY, VIOLATION OF COPYRIGHT

For these and related hazards you need our EXCESS POLICY to hold your loss upon any claim to whatever figure you choose to carry yourself — INSURANCE to cover the excess.

WE ORIGINATED THIS SPECIAL COVER
AND IT IS USED NATION-WIDE and is SATISFACTORY AND INEXPENSIVE.

Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York 101 William St · Chicago 175 W. Jackson · San Francisco 100 Bush St

William B. Bachman Jr., senior vp at MacManus, John & Adams, N. Y., named director of client service.

Lester Wunderman, Wunderman, Ricotta & Kline, N. Y., appointed chairman of agency's newly-formed plans board. Other members are **Harry Kline** (secretary), **Ed Ricotta, Irving Wunderman, Peter Rabar, Harry Hites, Thomas Collins** and **Ralph Siegler.**

Horace W. R. Barry, formerly group products manager in Nestle's chocolate division, appointed advertising and sales promotion manager of The Nestle Co., White Plains, N. Y.

Ivan T. Galanoy, former copy director at Cunningham & Walsh, Los Angeles, joins Kenyon & Eckhardt, that city, as copy chief.

James R. Dwyer Jr., formerly with Young & Rubicam, N. Y., to Robert Conahay Inc., that city, as copy supervisor.

Mr. Segur

Roy F. Segur, who was formerly vp in charge of marketing and research, Lambert & Feasley, N. Y., appointed director of research at Lawrence C. Gumbinner Adv., that city. Mr. Segur is voluntary consultant to National Securities Resources Board and Dept. of Commerce.

Robert Goodman joins The Goodman Organization, Los Angeles.

Richard B. Neff, formerly vp and senior group head for tv-radio-print at Compton Adv., N. Y., joins creative staff of Geyer, Morey, Madden & Ballard, that city. Prior to joining Compton last year Mr. Neff spent nine years with J. Walter Thompson, N. Y., as copywriter and group head.

Richard J. Cox, Marvin H. Koslow, Colgan Schlank, Martin J. Waldman and **Kenneth A. Wood Jr.,** all members of radio-tv department of Young & Rubicam, N. Y., named supervisors.

Robert C. Shea, field sales manager, consumer products, Westclox Div., General Time Corp., N. Y., appointed manager of marketing of division. Mr. Shea, who was field manager since Oct. 1958, succeeds **H. T. Millikin,** who has been appointed special assistant to Roland B. Hally, vp and general manager of Westclox.

Charles F. Digney, formerly media buyer with Doherty, Clifford, Steers and Shenfield, N. Y., appointed media buyer at W. B. Doner & Co., Baltimore.

Mr. Ehrlich

Alvin Q. Ehrlich, executive vp of Kal, Ehrlich & Merrick Adv., Washington, honored last week by Advertising Club of Washington as its Advertising Man of the Year. Award was presented to Mr. Ehrlich by Milton Q. Ford, air personality at WOL and WTTG (TV), both Washington. Mr. Ehrlich is past president (twice) of Ad Club.

Howard Gersten, product advertising manager at Block Drug Co., Jersey City, N. J., named assistant advertising manager of company.

Patricia Garrett joins Nat Danar, New York (creative advertising consultants to management and advertising agencies), in executive capacity.

Herbert K. Horton, commercial producer, Young & Rubicam, N. Y., joins N. W. Ayer, that city, as commercial production supervisor. **Michael L. Brown** joins Ayer's Chicago copy department. He was previously with Montgomery Ward & Co.

Marvin C. Lunde, merchandising and sales promotion manager for Chicago area retail stores of Sears, Roebuck & Co., appointed national retail sales promotion and advertising manager of Sears, post he held 1947-55. He succeeds **Andrew R. Schultz,** assigned to other corporate duties.

Mr. Kistler

William D. Kistler, assistant vp, Assn. of National Advertisers Inc., N. Y., appointed vp, and will be responsible for ANA's media committees. Mr. Kistler, who joined ANA in 1950, has been administrative secretary to committees in media, advertising management, research and cooperative advertising.

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Sherwin Stein, formerly member of creative staff at Larrabee Assoc., Washington, appointed account executive and copywriter in Baltimore office of W. B. Doner.

Benjamin Zwerling, former news editor, McGraw-Hill Publishing Co., N.Y., joins Doherty, Clifford, Steers & Shenfield, that city, as pr account executive.

Russell Elliot, on merchandising staff of Doherty, Clifford, Steers & Shenfield, N. Y., appointed assistant account executive.

THE MEDIA

Don Clark and **Arnold C. Kaufman** appointed vps in charge of local and national sales, respectively, at WFUN (formerly WMBM) Miami Beach, Fla. Other changes: **Bud Connell,** station manager; **Frank Ward,** production manager; **Jay Mackay,** news director; **Britt Hughey,** assistant news director; **Jim Tucker,** music director; **Danny Dark, Pete Connors, Gary Stevens, Bill Deane** and **Johnny Gilbert,** all air personalities.

Maurice E. McMurray, vp and national sales director for Storer Broadcasting Co., resigns. At time of resignation, his transfer to WJBK-TV Detroit (Storer station) was under consideration. He has been with Storer for eight years, four as vp.

Claire Hughes, assistant manager of KWKW Pasadena, Calif., promoted to manager, succeeding **William Beaton,** resigned. Miss Hughes is president of Radio & Television Women of Southern California and past president of Los Angeles Adv. Women. **Andy James** promoted from sales manager to vp in charge of sales and **Fred Beaton** to assistant manager.

Mr. Lieberman

Leonard H. Lieberman appointed director of information for National Community Television Assn. He formerly was with Bob Richards & Assoc., Washington pr firm specializing in broadcasting and allied fields. Mr. Lieberman also has held information posts in U. S. government.

Malcolm A. Campbell, formerly general manager of Greer Stations (WAJR Morgantown, W. Va., and WKJF-FM Pittsburgh), appointed sales manager of WOL Washington. **Stanley Barclay** appointed advertising and promotion manager.

George Zimmerman named San Joaquin Valley sales manager of KRAK Stockton, Calif.

Joseph K. Sutton, account executive at KICN Denver, appointed sales manager. **John Williams** named program director.

Ethel Gilchrist and **Daniel Taylor** join CBS-TV, sales promotion and advertising department, Hollywood, as manager of promotion services and manager of on-air production respectively.

Leon Benschoter, named operations director of KMTV (TV) Omaha, Neb.; **Howard Hunter** promoted to continuity supervisor and **Jack Parris** to director of production department.

Lee Fondren, station manager and director of sales for KLZ Denver, named Advertising Man of the Year by joint meeting of Adv. Club of Denver, Colorado Press Assn. and Sigma Delta Chi, professional journalism society.

Doyle D. Seely, program and promotion director of KINS Eureka, Calif., promoted to station manager.

Mr. Brunt

Mr. Jones

Charles W. Brunt and **L. G. Jones** appointed general manager of WSGN Birmingham, Ala., and WTOB Winston-Salem, N. C., respectively. Both stations are owned by Winston-Salem Broadcasting Co. Mr. Brunt had been general manager of WTOB since 1955. Mr. Jones, who succeeds Mr. Brunt at WTOB, had been station's sales manager.

Bob Bagley appointed advertising and promotion manager of ABC-TV's western division.

Ric Ferreira, formerly senior account executive at WSRO Marlboro, to WESO Southbridge, both Massachusetts, as member of sales staff.

Mr. Shumate

Paul Shumate, associated with Taft Broadcasting Co. for 12 years, named operations manager of WKRC Cincinnati. He will be in complete charge of radio program facilities and broadcast material. Before joining Taft, Mr. Shumate was with KMOX St. Louis.

Harry Heuston, formerly with WISH-TV Indianapolis, to WFMB-TV, that city, as producer-director.

William H. Cochran, station clearance sales service assistant, West Coast, ABC Radio, named network stations department west coast representative.

Nicholas A. Bell appointed program director of WREB Holyoke, Mass.

Dave Davis, named production manager for WWIL Ft. Lauderdale, Fla.

Joel Rose, formerly news director at WCUE Akron, Ohio, joins news staff of WHK Cleveland.

Russell C. Stoneham, producer, joins NBC as director of program development, West Coast.

Douglas MacLatchie rejoins Avery-Knodel Inc., Los Angeles, as manager for tv, after leave of absence.

Mike Schaffer, WFIL-AM-FM-TV Philadelphia, director of publicity for Broadcast Promotion Assn., appointed liaison between BPA and Television Information Office.

Betty Latty, on promotion staff of KPHO-AM-TV Phoenix, Ariz., appointed promotion manager.

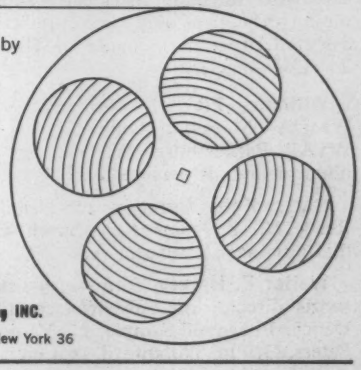
Bill McColgan, formerly sports director of WGAR-AM-FM Cleveland, Ohio, joins WTOP-AM-FM-TV Washington. Mr. McColgan will do radio

$ MUSIC THAT MAKES MONEY

It's taped "motivational" background music by Magne-Tronics—for station transmission to restaurants . . . supermarkets . . . hotels . . . industrial plants . . . offices . . . etc.

This valuable, income-producing asset fits ideally into station operations—in markets large and small. Perfected for FM Multiplexing and/or wired line transmission.

Exclusive franchises still available. Send for details.



Magne-Tronics, INC.

"motivational" music that makes money/ 49 West 45th Street, New York 36

play-by-play of Washington Redskins and U. of Maryland football games, as well as other radio and tv sports assignments.

Miss Sioussat

Helen J. Sioussat, executive with CBS, Washington, transfers to New York in newly created executive position. Miss Sioussat, veteran of 25 years with CBS, has served most recently as liaison with Congress and federal agencies. She also has been director of department of talks for CBS.

Ford Robertson, formerly general manager of KBUY Amarillo, Tex., joins KIXZ, that city, as salesman and sports director. **O. R. (Jack) Downing** joins KIXZ staff as salesman.

Al Dawson and **Gary Jones** join news staff of WNEM-TV Saginaw-Bay City, Mich.

E. Berry Smith, formerly vp and general manager of WFIE-TV Evansville, Ind., elected first vp and general manager of WFRV (TV) Green Bay, Wis. **James Mitchler** appointed sales manager at WFIE-TV. Both stations are owned by WAVE Inc.

Frank Grillette, editor in KDKA-TV Pittsburgh film department, promoted to staff writer in news department.

Hud Stephens named news director of KSBW-AM-TV Salinas, Calif.

Jim Slade, formerly program director at WPDX Clarksburg, W. Va., to WOWO Ft. Wayne, Ind., as night news editor.

Olaf Thor, formerly associate news director of WKBW-TV Buffalo, joins United Press International, New York.

Peter Robinson appointed director, program development, CBS-TV, Hollywood, replacing **Bruce Lansbury,** named to head daytime programs there. Mr. Robinson was vp in charge of programming for Selmur Productions, Hollywood subsidiary production company for American Broadcasting-Paramount Theatres, and was previously assistant program manager of KABC-TV Los Angeles.

William Flower, formerly with WMOA Marietta, Ohio, moves to WTAP Parkersburg, W. Va., as announcer and air personality.

Barry Keit, formerly of Headley-Reed, N. Y., joins Kelly-Smith Co., that city, as sales executive.

Walter E. Harvey, formerly assistant sports director on Falstaff account at Dancer-Fitzgerald-Sample, N. Y., joins Peters, Griffin, Woodward, that city, on tv sales staff. **Henry J. O'Neill,** formerly national sales manager of The Bolling Co., N. Y., joins PGW sales staff, along with **Joseph F. Mahan,** formerly of TvB production staff. Mr. Mahan succeeds **Dennis Gillespie,** of PGW's sales service department, who becomes member of tv sales staff.

Donald N. Mann, senior account executive at WBBM Chicago, appointed manager of special projects in addition to his present post. **William H. Ketelhut,** engineer at WBBM, has retired after 28 years of service. **Henry Roepken,** WBBM publicity director, resigns.

Cornelius Keur, executive vp and general manager of Christian Broadcasting Assn., Honolulu, elected president of Hawaiian Assn. of Radio and Tv Broadcasters. Other officers elected: **Bob Sevey,** KGMB-TV Honolulu vp; **Richard H. Lee,** KOOD Honolulu, sec.-treas.

Keith T. McKenny, local sales manager at WJBK-TV Detroit, promoted to general sales manager. Before joining station, he was with Peters, Griffin, Woodward's Detroit office. **Herb Weber Jr.,** general sales manager of WJBK, succeeds Mr. McKenny.

Mr. McKenny

Mr. Weber

Guy Capper, tv salesman with Headley-Reed Co. and The Bolling Co., both N. Y., joins Venard, Rintoul & McConnell Inc., that city, in similar capacity. Mr. Capper was with Headley-Reed for eight years and previously sold for ABC Spot Sales, N. Y., for 12 years.

Art DeCoster, formerly of CBS Spot Sales, Chicago, joins The Katz Agency, that city, as member of tv sales staff.

Mrs. Eleanor Werner joins KPLR-TV St. Louis as production manager. She formerly was radio-tv director of Ridgway-Hirsch Adv., that city.

Phillip Petty, WGN-TV Chicago, joins WTVP (TV) Decatur, Ill., news department.

Al Hotlen joins WMID Atlantic City as head of copy and production departments and as air personality.

R. W. Favaro appointed promotion and pr director of KMSP-TV Minneapolis-St. Paul. He formerly was regional advertising and publicity director for 20th Century-Fox.

Larry Scoville joins KAFM (FM) Salina, Kan., as account executive.

Frank E. Fitzsimonds joins KBOM Bismarck-Mandan, N. D., as executive vp. He recently sold KABR Aberdeen, S. D.

Mr. Sellars

Lacy S. Sellars, program manager of WBTV (TV) Charlotte, N. C., promoted to head new quality control department of Jefferson Standard Broadcasting Co. (parent company). Jefferson also operates WBT Charlotte and WBTW (TV) Florence, S. C.

Richard C. Block, general manager of KHVH-AM-TV Honolulu, is moving to Kaiser (parent organization) headquarters in Oakland, Calif., where he will have overall responsibility for radio-tv advertising of various Kaiser operations and broadcast properties. **John A. Serrao,** general sales manager of KHVH-TV, succeeds Mr. Block. **William H. Coney,** program director of KHVH, becomes station manager.

S. G. Henderson Jr., vp and general manager of WGAN-TV Portland, Me., leaves broadcasting after 25 years to become Episcopal priest.

Franklin H. Small, formerly station manager of WFBM Indianapolis, to WIL St. Louis as sales manager.

Edwin Newman, head of NBC news bureau in Paris, assigned to New York to work on special news programs. He will be succeeded in Paris by **John Rich,** bureau chief in Berlin.

Adam Young, Adam Young Co., named chairman of radio trade practices committee of Station Representatives Assn. Other committee chairmen: **Edward R. Shurick,** Blair-TV Inc., tv trade practices committee; **Eugene Katz,** The Katz Agency, legal committee; **Frank E. Pellegrin,** H-R Television, SRA awards committee; **Jones Scovern,** Peters, Griffin, Woodward, president's special committee.

F. Albert Dial, assistant manager of WGH Newport News, Va., promoted to general manager, succeeding **Dan Hydrick** who resigned.

Jack Adamson appointed assistant manager and sales director of KCPX Salt Lake City, Utah. He has been local sales manager for KCPX-TV.

Dorothy L. Mortensen promoted to supervisor of sales service department at WTIC Hartford, Conn.

James O. Marlowe joins directing-announcing staff of WWLP (TV) Springfield, Mass.

Frank Gifford, backfield star of New York football Giants, joins WCBS, that city, as sportscaster.

Julio E. Alers joins KABQ Albuquerque, N. M., as traffic manager and air personality.

George Lester and **Ron Baile** join KOL Seattle, Wash., as air personalities.

Wynnetta Lindsey joins KATZ St. Louis as announcer.

Paul L. Kinsley, formerly of Broadcast Time Sales, N. Y., joins Bernard Howard & Co., that city, as director of market research and sales development. **Robert Bell,** WWCA Gary, Ind., joins rep firm as account executive in Chicago sales office.

Jack Eigen rejoins WMAQ Chicago as host of late evening interview and comment program. He was with WIL St. Louis for 18 months after serving with WMAQ for more than eight years.

Josephine Martin (Bess Bye) joins KFRC-AM-FM San Francisco as air personality.

Al Cummings joins KAYO Seattle, Wash., as program director and air personality. He formerly was with KOL, that city.

William E. Osterhaus, formerly producer with WNBC-TV New York, joins KYW-TV Cleveland as assistant program manager. He succeeds **Paul Kane** who resigned.

Dennis Voy, formerly program director of KMAQ Maquoketa, Iowa, promoted to station manager.

Phil Ellis, director of regional sales for WPTF Raleigh, N. C., appointed head of station's newly established department of public affairs.

Arthur (Duke) Struck, assistant director at WTOP-TV Washington, promoted to production manager. He succeeds **Stanley Friedman** who is returning to New York to continue tv writing.

Anthony S. Alatis, producer at WNBC-TV New York, promoted to production coordinator.

Ed Kennedy resigns as program director of WKRC Cincinnati, Ohio.

John Williams named program director of KICN Denver. He will also continue as air personality. **Bobby Beers** joins KICN as air personality.

Richard E. Pitschke, formerly chief photographer at WMBD-TV Peoria, Ill., named film producer at KYW-TV Cleveland.

Ray Garland, formerly announcer for KCUB Tucson, Ariz., moves to CBS-TV, Hollywood, as member of script department.

Frank Hart, special assignment creative writer for WGN-AM-TV Chicago since 1958, promoted to chief writer for WGN-TV.

Mr. Krieger

Robert L. Krieger, assistant commercial manager of WQXR New York, named sales manager of station. Mr. Krieger, who was assistant commercial manager since 1952, joined outlet in December 1943 as account executive. He spent seven years in advertising department of *New York Times* before joining WQXR.

PROGRAMMING

Jules Schermer, Howie Horwitz and **Arthur W. Silver,** tv producers at Warner Bros., appointed supervising producers, reporting directly to William T. Orr, tv executive producer, and to his associate, **Hugh Benson.** Mr. Schermer will have responsibility for *The Roaring 20's, Lawman* and *Las Vegas.* Mr. Horwitz will be in charge of *77 Sunset Strip, Hawaiian Eye* and *Surfside 6.* Mr. Silver's series will be *Cheyenne, Maverick* and new series, *Tumbleweed.*

Merrill F. Sproul, formerly of Campbell-Ewald, Detroit, joins producer-director staff of Alexander Film Co., Colorado Springs.

Edward R. McCauley, named controller and assistant secretary of TelePrompTer Corp., N. Y. Mr. McCauley joined company in July 1960.

Donald H. Shauer appointed west coast account executive for special products at Columbia Record Productions, San Francisco.

Arthur M. Frankel, head of Screen Gems' west coast legal department, elected assistant secretary of company.

George Tibbles, veteran tv writer and producer, named producer of *My Three Sons* on ABC-TV by Don Fedderson Productions, Hollywood. He replaces **Peter Tewksbury** who leaves to work on personal tv projects. Show goes into production in June.

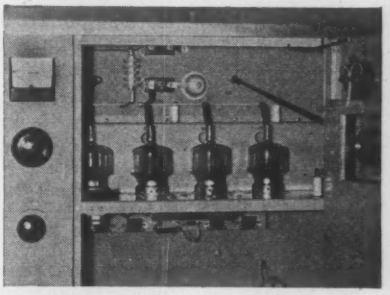
Robert Palmer joins Four Star Productions, Hollywood, as head of firm's new talent department. He has been with 20th Century Fox.

Elliott Alexander appointed special assistant to Cy Howard, executive producer of *Harrigan & Son* and *Guestward Ho* tv series at Desilu Productions, Hollywood.

John W. Wiedmer, formerly head of own syndicated film packaging firm in New York, joins sales staff of KMOX-TV St. Louis.

Jack Dunning, film editor at MGM, has been named supervising film editor for MGM-TV, where he begins imme-

Continental's
TYPE 314D
1 KW AM TRANSMITTER
FIELD-PROVEN
SCREEN MODULATION



No modulation transformer. Meets latest FCC regulations on spurious radiation. Over-size blower cools entire tube compartment. Maximum accessibility with front and rear doors; vertical chassis.
write for details and competitive pricing

Continental Electronics
MANUFACTURING COMPANY
4212 South Buckner Blvd. Dallas 27, Texas
SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.

Fight
HEART DISEASE
#1
HEALTH ENEMY

Give HEART FUND

diately on pilots for three new series, *Father of the Bride, Cains 100* and *Dr. Kildare.*

Jan Victor, product publicist for radio and tv, has moved to 1841 N. Fuller Ave., Hollywood 46. Telephone is Hollywood 4-5500.

Stanley Popko, CBS-TV film art director, joins James Love Productions, N. Y., as creative director.

Ted Hilgenstuhler, chief writer for *Wonderlust,* travel adventure series produced by Bill Burrud Productions, appointed head of staff of writers for *U.S.A.,* new all-color series which Burrud will produce in association with The Jerry Ross Organization.

Mrs. Pam Polifronti appointed casting director for *Morning Court* and *Day in Court,* both produced by Selmur Productions, for ABC-TV.

EQUIPMENT & ENGINEERING

Horace R. Potter, vp and general manager, Reeves-Hoffman Div., Dynamics Corp. of America, elected president of division. Mr. Potter joined Reeves-Hoffman in 1951.

Dr. Hap Q. North named president and chairman of new planning committee of Pacific Semiconductor. Other changes: **Richard A. Campbell,** operations vp, becomes executive vp in charge of all divisional functions. **Sidney L. Speigel,** marketing vp, is additionally chairman of new product planning committee. Division managers: diodes and rectifiers—**Lawrence T. Lindgren,** vp; transistors—**Robert M. Wood;** microelectronics—**Joseph C. Ross;** reliability—**Morgan E. McMahon.**

Robert H. Beisswenger named general sales manager, Jerrold Electronics Corp., Philadelphia, major community and master antenna system equipment manufacturer. Mr. Beisswenger was with Whitney Blake Co., New Haven, Conn.

Irv Silverstein named vp in charge of marketing of Warman Precision Products, New York.

Jack C. Peet, advertising and sales promotion specialist, semiconductor products department of General Electric, Liverpool, N. Y., named manager of advertising and sales promotion, rectifier components department.

Dr. Rudolph G. E. Hutter named chief engineer, microwave device operations of electronic tube division of Sylvania Electric Products, Englewood, N. J.

Wilson R. Smith named plant manager of semiconductors for CBS Electronics, Danvers, Mass.

James J. Crenca appointed administrative director of research and engineering at Jansky & Bailey, Washington.

Calvin Globe named sales promotion manager for CBS Electronics, Danvers, Mass.

Burtis E. Lawton, regional manager, southeast, electronic tube division at Allen B. Du Mont Labs, Clifton, N. J., named eastern regional sales manager.

Donald H. Bittner, with Shure Bros., Evanston, Ill. (microphones, components) since 1956, named regional distributor manager for eastern U. S.

INTERNATIONAL

R. S. Lennie, national sales department of CKWX Vancouver, B. C., named general sales manager. **Garth Olmstead,** retail account executive of CKWX, to retail sales manager.

Arnold Stinson, formerly of Ontario Radio Sales, Toronto, appointed sales representative of Standard Broadcast Sales Ltd., that city.

Ray Collett, advertising and market research director of Lever Bros. Ltd., Toronto, and prior to that vp of Young & Rubicam Ltd., Toronto, to McCann-Erickson (Canada) Ltd., Toronto, as senior vp.

Donald J. MacMillan, radio-tv director of McCann-Erickson (Canada) Ltd., Toronto, named vp and radio-tv director of McConnell Eastman Ltd. there.

DEATHS

Cedric (Mr. Northwest) Adams, 58, air personality and newscaster at WCCO Minneapolis for 27 years, died Feb. 18 of heart attack. Mr. Adams, who also appeared on WCCO-TV, that city, once filled in for Arthur Godfrey, on latter's CBS-TV show for 13 weeks in 1953.

H. A. (Hank) Degner, 62, general manager of KOCA Kilgore, Tex., died Feb. 16 in that city.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Feb. 16 through Feb. 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

ACTION

Allen Park, Mich. — Robert M. Parr. Granted uhf ch. 62 (758-764 mc); ERP 20.4 kw vis., 11.2 kw aur.; ant. height above average terrain 340 ft., above ground 310 ft. Estimated construction cost $32,600, first year operating cost $40,000, revenue $50,000. P.O. address 17133 Pinecrest Dr. Studio location 16850 Southfield Rd. Trans. location Southfield Rd. at Wabash Hwy. Geographic coordinates 42° 15′ 56″ N. Lat., 83° 13′ 05″ W. Long. Trans. RCA TTU-1B, ant. TFU-23BMS. Applicant is **Robert M. Parr,** sole owner, pastor of Gilead Baptist Church, Detroit, Mich. Action Feb. 15.

Existing tv station

ACTION

WHNB TV New Britain, Conn.—Is being advised that application for voluntary transfer of one-third stock interest from **Plains Television Corp.** to **Springfield Television Bcstg. Corp.** (WWLP (TV) ch. 22, Springfield, Mass.) indicates necessity of hearing because of overlap considerations. Comrs. Hyde and Lee dissented. Action Feb. 15.

TRANSLATORS

Point Arena Television, Point Arena, Calif. ..Granted cp to replace expired permit for

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
DIstrict 7-8531

uhf tv translator station K75AO to translate programs of KRON-TV (ch. 4), San Francisco. Action Feb. 15.

Humboldt County Tv Maintenance, Board of Humboldt County, Nev., Winnemucca, Nev.—Granted cp for new uhf tv translator station on ch. 74 to translate programs of KBOI-TV (ch. 2) Boise, Idaho. Action Feb. 15.

New am stations

ACTIONS

Safford, Ariz.—Willard Shoecraft. Granted 1230 kc, 250 w, unl. P.O. address 326 S. High St., Globe, Ariz. Estimated construction cost $9,500, first year operating cost $13,000, revenue $17,000 Mr. Shoecraft owns KIKO Miami, Ariz. Action Feb. 15.

Conway, Ark.—Central Arkansas Bcstrs. Granted 1330 kc, 500 w D. P.O. address Box 541, Morrilton, Ark. Estimated construction cost $24,030, first year operating cost $36,000, revenue $45,000. Applicants are **J. C. Willis** (52%), **Harold J. Nichols, Hugh C. Jones** and **William E. Cooper**, all 16%. Mr. Willis is sole owner of KVOM Morrilton, Ark. Messrs. Nichols, Cooper and Jones are staff members of KVOM. By letter, advised *Log Cabin Democrat* and Conway Bcstg. Co. (KCON), both Conway, that their objections do not constitute sufficient basis to designate application for hearing. Comr. Bartley dissented. Action Feb. 15.

Madill, Okla.—Herbert J. Pate. Granted 1550 kc, 250 w-D. P.O. address Madill, Okla. Estimated construction cost $19,895, first year operating cost $25,000, revenue $28,000. Applicant is owner of *The Madill Record*, and is in printing and publishing. Action Feb. 15.

Sand Springs, Okla.—Forrest G. Conley Granted 1340 kc, 100 w. unl. P.O. address Box 349 Tulsa, Okla. Estimated construction cost $9,110, first year operating cost $36,000, revenue $48.000. Applicant is 84.3% owner of KLTR Blackwell, Okla. Action Feb. 15.

Johnston, S.C.—The Edgefield-Saluda Radio Co. Granted 1570 kc, 250 kw, D. P.O address c/o Franklin D. R. McClure, Box 6052, N. Augusta, S. C. Estimated construction cost $13,215, first year operating cost $24,000, revenue $30,000. Applicants are **Franklin D. R. McClure, Van E. Edwards Jr., James H. Satcher** and **Jessie C. Casey**, equal partners. Mr. McClure is employe of WMSJ Sylva, N. C. Mr. Edwards is in real estate. Mr. Satcher is in automobile business Mr. Casey is employe of WKTC Charlotte, N C. Action Feb. 15.

North Augusta, S. C.—Harry Hammond. Granted 1600 kc, 600 w, D. P.O. address 759 Lancaster Rd., Augusta, Ga. Estimated construction cost $31,637, first year operating cost $38,000, revenue $52,000. Mr. Hammond is in real estate. Action Feb. 15.

APPLICATIONS

Smackover, Ark.—Smackover Radio Inc. 610 kc, 500 w D. P.O. address 448 Maple St., Camden, Ark. Estimated construction cost $24,023, first year operating cost $30,000, revenue $45,000. Principals include **Donald Cathey** (50%). **Richard H. Vickers, L. E. Tennyson Jr., W. R. McHaney Sr.** (10% each) and others. Mr. Cathey is manager of KAMD Camden, Ark. Mr. Vickers is oilman. Mr. McHaney is attorney. Mr. Tennyson is oilman. Ann. Feb. 16.

Shakopee, Minn.—Progress Valley Bcstrs. Co. 1530 kc, 500 w D. P.O. address Box 185. Benson, Minn. Estimated construction cost $24,505. first year operating cost $42,000. revenue $48,000. Principals are **George J. McCarthy** (50%), lumberman and owner of KBMO Benson. Minn.; **Robert J. Chevalier** (25%). insurance and real estate dealer, and **Robert D. Zellmer** (25%), general manager of KBMO. Ann. Feb. 16.

Existing am stations

ACTIONS

KSLV Monte Vista, Colo.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action Feb. 15.

WINF Manchester, Conn. — Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Comr. Craven absent. Action Feb. 15.

WWCO Waterbury, Conn. — Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Comr. Cross dissented. Action Feb. 15.

WLAG LaGrange, Ga.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Comr. Cross dissented. Action Feb. 15.

WTMT Louisville, Ky. — Designated for hearing application to increase daytime power on 620 kc from 500 w to 1 kw, continued nighttime operation with 500 w, and change from DA-D to DA-2, U; made WTMJ Milwaukee, Wis., and KWFT Wichita Falls, Tex., parties to proceeding. Action Feb. 15.

WOMI Owensboro, Ky.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Action Feb. 15.

WEZJ Williamsburg, Ky. — Granted increased power on 1440 kc, D, from 500 to 1 kw; remote control permitted. Action Feb. 15.

Robert F. Neathery Houston, Mo.—Designated for consolidated hearing applications for new am stations to operate on 1250 kc, 500 w, D; made KGBX Springfield, Mo., party to proceeding. Action Feb. 15.

Stuart W. Epperson North Wilkesboro, N. C.; Robert B. Brown Taylorsville, N. C.; Felix C. Abernethy Granite Falls, N. C.—Designated for consolidated hearing applications for new daytime am stations—Epperson and Brown on 1570 kc, Epperson with 1 kw, and Brown with 500 w and Abernethy on 1580 kc, 500 w made WYCL York, S. C., party to proceeding. Action Feb. 15.

WKBN Youngstown, Ohio—Waived Section 3.189 (b) (8) of rules to permit operation with reduced radiation efficiency. Comr. Craven dissented. Action Feb. 15.

KTIL Tillamook, Ore.—Granted increased power on 1590 kc, U, from 250 w to 1 kw with DA-N; engineering conditions. Action Feb. 15.

WERI Westerly, R. I.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Comr. Craven absent. Action Feb. 15.

KBYG Big Spring, Texas — Granted increase of power from 100 w to 250 w, continued operation on 1400 kc, U; engineering condition. Comr. Cross dissented to condition. Action Feb. 15.

KTIX Seattle, Wash.—Granted change on 1590 kc from 5 kw, D, to 5 kw, DA-N, U; remote control permitted; engineering conditions. Action Feb. 15.

■ By letter, commission granted petition by Dover Bcstg. Co., applicant for new am station to operate on 1540 kc, 10 kw (1 kw during critical hours), D, in Richmond, Va., to extent of making clear that Nov. 3, 1960 grant to Commercial Radio Equipment Co. to increase power of station WDON Wheaton, Md., on 1540 kc, D, from 250 w to 1 kw will not prejudice commission consideration to Dover application. Chairman Ford abstained from voting. Action Feb. 15.

■ Commission granted application by Rev. William Emert, tr/as Moshannon Valley Bcstg. Co., for renewal of license of WPHB Philipsburg, Pa., to extent of renewing it to April 1, 1962, on basis of corrective action reported by licensee as result of complaints about broadcast attacks on various groups and individuals: is being reminded by letter about broadcaster's responsibility for community service and obligations in matter of editorializing. Comrs. Bartley and King dissented.

■ By separate action, commission granted WPHB increased power on 1260 kc, D, from 1 kw to 5 kw; engineering conditions. Comrs. Bartley and Cross dissented; Comr. King not participating. Action Feb. 15.

APPLICATIONS

WSVL Shelbyville, Ind.—Cp to increase daytime power from 250 w to 1 kw and change from DA-1 to DA-2. (1520 kc). Ann. Feb. 17.

WATT Cadillac, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. Feb. 20.

WCEN Mt. Pleasant, Mich.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. and change from DA-N to DA-2. (Requests waiver of sec. 3.28 (c) of rules) (1150 kc). Ann. Feb. 17.

WCPC Houston, Miss.—Mod. of cp which authorized change in frequency, increase in power, install DA-D and new trans.) to increase power from 10 kw to 50 kw and change type trans. (940 kc). Ann. Feb. 16.

KSEY Seymour, Tex.—Cp to change hours 789 w u. Ant. height above average terrain 7:00 p.m. daily. (1230 kc). Ann. Feb. 20.

New fm stations

ACTION

El Paso, Tex.—Tri-State Bcstg. Co. Granted 99.9 mc, 27 kw. Ant. height above average terrain 1,850 ft. P.O. address 801 N. Oregon St. Estimated construction cost $23,750, first year operating cost $12,000, revenue $10,000. Fm applicant will duplicate KTSM El Paso. Action Feb. 15.

NEWEST IN THE LINE OF RCA FM TRANSMITTERS

1 KW
FM Transmitter
for
Full Fidelity Operation

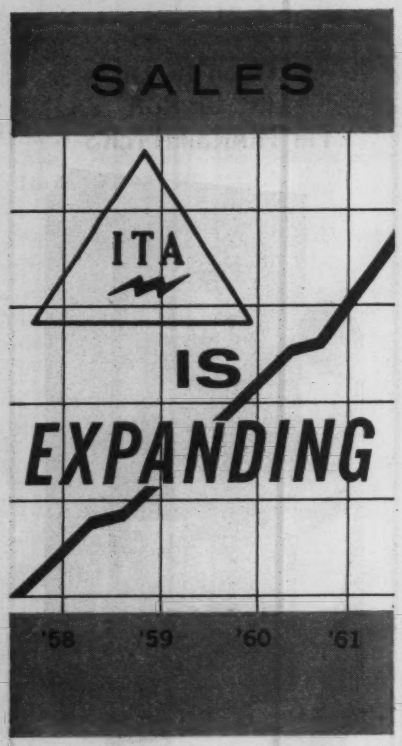
Only a single PA stage is used beyond the exciter to assure true high fidelity performance while keeping operating costs low. Distortion and noise are extremely low even when the transmitter is multiplexed. When combined with the RCA broadband FM antenna the BTF-1D is capable of producing ERP's up to 12 KW. This new 1 KW transmitter can easily be expanded to 5, 10, or 20 KW by adding higher power amplifiers.

Before you buy get complete information on FM's best value, write RCA, Dept. RD-22, Bldg. 15-1, Camden, N. J. In Canada, RCA VICTOR Company Ltd., Montreal.

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA



We need qualified . . .

Transmitter Design Engineers

Transmitter Design Technicians

Field Installation Specialists

AM-FM-TV Sales Specialists

In the past three years, ITA has grown so rapidly that today we are the major supplier of FM equipment internationally.

We are now expanding into AM, Studio and Automation equipment and we need to supplement our staff with additional key people.

Unlimited opportunity for growth is yours at ITA.

Phone, write or wire your qualifications.

We must move quickly.

ITA INDUSTRIAL TRANSMITTERS AND ANTENNAS, INC.
LANSDOWNE, PA. PHONE: CL 9-8200

APPLICATIONS

Franklin, Ind.—Howell B. Phillips. 95.9 mc, 789 w unl. Ant. height above average terrain 115 ft P.O. address 317 Gilbert St., North Vernon, Ind. Estimated construction cost $7,950, first year operating cost $18,000, revenue $30,000. Mr. Phillips is work unit conservationist. Ann. Feb. 16.

Carrollton, Mo. — Homeland Enterprises Inc. 101.1 mc, 105 kw, unl. Ant. height above average terrain 276 ft. P.O. address 215 S. Main St. Estimated construction cost $80,771, first year operating cost $25,000, revenue $35,000. **R. Hamilton Station** owns over 95%. He operates clinic and hospital. Ann. Feb. 16.

Elizabethtown, Pa.—Colonial Bcstg. Co. 106.7 mc, 3.18 kw. Ant. height above average terrain 237 ft. P.O. address Box 192. Estimated construction cost $12,390, first year operating cost $3,600, revenue $2,500. Principals are **Lowell W. Williams** (51.33%) and **Richard E. Burg** (48.66%). Mr. Williams has majority interests in WCNG Canonsburg and WEZN Elizabethtown, both Pennsylvania. Mr. Burg also has interest in WEZN. Ann. Feb. 20.

Existing fm station

ACTION

■ By memorandum opinion and order, commission denied petition for reconsideration by American Bcstg.-Paramount Theatres, Inc. (WENR-FM) Chicago, Ill., directed against Nov. 4, 1960 grant to WMRO Inc., to change frequency of station WMRO-FM Aurora, Ill., from 107.9 mc to 95.1 mc. Action Feb. 15.

Ownership changes

ACTIONS

WTHR Panama City Beach, Fla.—Granted (1) renewal of license and (2) assignment of license to **Gulf Coast Radio Inc. (B. F. J. Timm** has interest in WDMG Douglas, Ga., WMEN Tallahassee, Fla., and WTIF Tifton, Ga.); consideration $78,000. Chrm. Ford and Comr. Bartley dissented. Action Feb. 15.

KRNM-TV Roswell, N. M.—Granted (1) assignment of cp from **William Sam Evans** to **Perry C. Maxwell, Penrod Toles** and **Clarence E. Hinkle,** dba **New Mexico Telecasting Co.**; consideration $10,000 plus assumption of obligations under equipment purchase contracts with Electron Corp. and (2) mod. of cp to extend completion date. Comr. Bartley dissented. Action Feb. 15.

KRNR Roseburg, Ore. — Granted assignment of license to **Douglas County Tricasters Inc. (Robert F. Johnson, Joseph G. Maierhauser** and **James H. Johnson)**; consideration $80,000. Action Feb. 5.

WESN North Augusta, S. C. — Granted transfer of control from **Shelton J.** and **Dorothy K. Rimer** to **Frances Burgess Bennett**; consideration $40,000 for 83.67% interest. Action Feb. 15.

APPLICATIONS

WKLF-AM-FM Clanton, Ala.—Seeks transfer of stock of **Southeastern Bcstg. Co. Inc.** from **J. Kelley** (49%), **John S.** (49%), and **Evan W. Robinson** (2%) to **J. B. Lawrence, J. T. O'Neal** and **James Harold Dennis** (equal partners) for $61,200. Mr. Lawrence is tobacco salesman; Mr. O'Neal is farmer and cattleman; Mr. Dennis is insurance salesman. Ann. Feb. 17.

KRKD-AM-FM Los Angeles, Calif.—Seeks assignment of license from **Trans American Bcstg. Corp.** to **International Church of the Foursquare Gospel.** Similar transfer of control application is pending. Church wishes to dissolve its subsidiary, Trans American and put station in its own name. No financial consideration involved. Ann. Feb. 14.

WGRC Green Cove Springs, Fla.—Seeks assignment of license from **Palms Bcstg. Corp.** to **Frank Van Hobbs** for relinquishment. Mr. Hobbs was owner and general manager of station until July 16, 1959. Ann. Feb. 9.

KMLB-AM-FM Monroe, La.—Seeks assignment of licenses from WSTV Inc. to **KMLB Inc.** for $140,000. Principals of KMLB Inc. are **Leon S. Walton** (51%), **James R. Plaisance** (17%), **Otho L. Morgan** and **Henry Lawrence Gibbs Jr.** (16% each). Mr. Walton owns KOPY Alice, Tex., WNOO Chattanooga, Tenn., and National Radio Representatives Inc., Atlanta; he has one-third interest in KJET Beaumont, Tex. Messrs. Plaisance, Morgan and Gibbs are general manager, chief engineer and program director of KMLB-AM-FM, respectively. Ann. Feb. 17.

WOKW Brockton, Mass. — Seeks assignment of cp from **Associated Enterprises** to **WOKW Inc.** Same principals are involved in change to corporate form of business. No financial consideration involved. Ann. Feb. 17.

Knorr Bcstg. Co., Dearborn, Mich.—Seeks involuntary transfer of 55.4% Class A stock and 49.4% of Class B stock owned by late **Frederick A. Knorr** to his administratrix, **Mrs. Nellie Marie Knorr** (currently holds 1.7% Class B). Stations involved are WKMH-AM-FM Dearborn, WKMF Flint, WSAM-AM-FM Saginaw, WKHM Jackson and WELL Battle Creek, all Michigan. Ann. Feb. 9.

KRTN Raton, N. M.—Seeks assignment of license from **Jay W. Howe** and **Marvin H. Shute** to same two plus **C. Gail Boles.** Messrs. Howe and Shute, currently co-owners, will sell 16⅔% interest each to Mr. Boles for total of $11,000. Ann. Feb. 9.

WVET-TV Rochester, N. Y.—Seeks assignment of license from **Veterans Bcstg. Co. Inc.** to **WHEC Inc.** for $3.9 million for assets. Both companies formerly shared time. **Gannett Newspapers** own WHEC Inc. Sale is contingent on approval of that of WROC-TV above. Ann. Feb. 20.

WROC-TV Rochester, N. Y.—Seeks assignment of license from **Transcontinent Television Corp.** to **Veterans Bcstg. Co. Inc.** for $6.5 million. Purchaser now owns WVET-AM-TV Rochester. (Sale is contingent on that of latter station, see below). Ann. Feb. 20.

WUTV (TV) Charlotte, N. C.—Seeks transfer of stock of **Century Adv. Co. Inc.,** licensee, from **Hugh A. Deadwyler** (37.5%), **Robert E. Redding** (25%) and **F. P. Larson** (37.5%) to **D. L. Phillips, Franklin Brown, Cecil J. Hawes** and **Leonard Wilson Coppla.** Price is 68 cents per share; aggregate sale $34,000. After transfer, Mr. Deadwyler will hold 18.7%; Mr. Larson 18.7%; Mr. Redding 12.5%; Mr. Hawes 12.5%; Mr. Phillips, Mr. Brown and Mr. Coppla, 12.5% each. Ann. Feb. 17.

WRAW Reading, Pa.—Seeks assignment of license from **WRAW Inc.** to **Reading Radio Inc.** for $307,000. Reading Radio is owned by **William F. Rust Jr.** (69.4%) and **Ralph Gottlieb** (30.6%). Messrs. Rust and Gottlieb have interests in WKBR Manchester, WTSN Dover and WKBK Keene, all New Hampshire, and WAEB Allentown, WNOW York, both Pennsylvania. Ann. Feb. 8.

WGUS North Augusta, S. C.—Seeks transfer of all stock of **Bcstg. Assoc. of America Inc.** from **Henderson Belk** to **H. Calvin Young Jr.** (7.5%), **Jerome Glaser** (2.5%) and **Martha White Mills Inc.** (90%) for $65,000. Mr. Young has interests in WENO Madison, Tenn. WYAM Bessemer, Ala., and outdoor advertising business. Mr. Glaser is general manager of WENO and quarter owner of WYAM. Martha White Mills Inc., Nashville, Tenn., is flour company. Ann. Feb. 17.

KRIG Odessa, Tex.—Seeks assignment of cp from **Radio Odessa Inc.** to **Auchincloss Bcstg. Corp.** for $100,000. **Bayard C. Auchincloss,** 100% owner of purchaser, is sole owner of KWCO Chickasha, Okla. Ann. Feb. 9.

KBER San Antonio, Tex.—Seeks assignment of cp from **Alamo Bcstrs.** to **KEPO Bcstg. Co.** for out-of-pocket expenses totalling less than $100. Alamo Bcstrs. partners are **A. V. Bamford** and **Ray Odom.** Mr. Banford is 98% owner of purchaser. He also has cp for KQQT Bellingham, Wash. and owns half of show production company. Ann. Feb. 9.

KKAS Silsbee, Tex.—Seeks assignment of license to **Billie Jeanette Holmes** from **Harvard C. Bailes** for $15,000 for 50% interest. **Val D. Hickman** retains other 50%. Miss Holmes is station manager. Ann. Feb. 9.

KTUE Tulia, Tex.—Seeks transfer of control from **Marshall Formby** (49%), **Clint Formby** (49%) and **Grady Tunnell** (2%) to **W. A. Auburn, Sidney G. Hooper** and **George J. Jennings Jr.,** who will then hold 49%, 49% and 2% respectively. Mr. Auburn is printer; Mr. Hooper is oilman and Mr. Jennings is attorney. Total consideration is $65,000. Ann. Feb. 9.

WHMS Charleston, W. Va.—Seeks assignment of license from **Charleston Bcstg. Inc.** to **Edgar L. Clinton** for $95,000. Purchaser has been half-owner and general manager of WSSB Durham, N. C. Ann. Feb. 20.

KCHY Cheyenne, Wyo.—Seeks assignment of license from **Robert S. Pommer** to **Charles W. Stone** for $65,000 and assumption of $7,497 in liabilities. Ann. Feb. 17.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that Dec. 23, 1960 initial decision which looked toward granting application of Ohio Music Corp. for new Class B fm station to operate on 93.1 mc, ERP 20 kw, ant. height 622.6 ft. in Cleveland, Ohio, and denying application of Paul J. Molnar for similar facilities with ERP 24.66 kw and ant. height 403 ft. became effective Feb. 13 pursuant to sec. 1.153 of rules. Ann. Feb. 21.

■ Commission gives notive that Dec.

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
DI. 7-1319
WASHINGTON, D. C.
P.O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N.W. Sheraton Bldg.
Washington 5, D. C.
REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
FLeetwood 7-8447
Member AFCCE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. Hickory 7-2401
Riverside, Ill.
(A Chicago suburb)

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N.W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Tel. JAckson 6-4386
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
232 S. Jasmine St. DExter 3-5562
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

NUGENT SHARP
Consulting Radio Engineer
809-11 Warner Building
Washington 4, D. C.
DIstrict 7-4443
Member AFCCE

Service Directory

M. R. KARIG & ASSOCS.
BROADCAST CONSULTANTS
Engineering Applications
Management Programming
Sales
P. O. Box 248
Saratoga Springs, N. Y.
Saratoga Springs 4300

JOHN H. BATTISON AND ASSOCIATES
Consulting Engineers
Specializing in AM power increases—FM-TV
1917 I St., N.W.
Washington 6, D. C.
FEderal 3-8313

PRECISION FREQUENCY MEASUREMENTS
AM FM-TV
COMMERCIAL RADIO MONITORING CO.
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

PAUL DEAN FORD
Broadcast Engineering Consultant
4341 South 8th Street
Terre Haute, Indiana
Wabash 2643

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 85,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

16, 1960 initial decision which looked toward granting the following applications to increase daytime power from 250 w to 1 kw, continued nighttime operation with 250 w: Radio Muscle Shoals Inc. (WQWL, 1240 kc), Florence, Ala.; Union City Bcstg Co. Inc. (WENK, 1240 kc), Union City, Tenn.; The Corinth Bcstg Co. Inc. (WCMA, 1230 kc), Corinth, Miss.; WKDA Bcstg Co. Inc. (WKDA, 1240 kc), Nashville, Tenn.; James Porter Clark (WEKR, 1240 kc), Fayetteville, Tenn., and Walker County Bcstg Co. Inc. (WARF, 1240 kc), Jasper, Ala., all with condition to accepting such interference as may be imposed by existing Class IV stations in the event these stations are subsequently authorized to increase power to 1 kw, and Radio Muscle Shoals with additional engineering condition, became effective Feb. 6 pursuant to sec. 1.153 of rules. Ann. Feb. 21.

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward (1) approving proposed merger agreement between Nansemond Bcstrs and D. D. Cameron (which was substituted for previously filed joint petition for amendment, dismissal and grant, latter pleading now dismissed as moot), and accepting amendment to application to reflect agreement; (2) dismissing application for Nansemond for new am station to operate on 1010 kc, 5 kw, DA, D, in Suffolk, Va., and (3) granting application of Cameron for new station to operate with same facilities in Portsmouth, Va. Action Feb. 20.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting applications of WSTV Inc. (WSTV), Steubenville, Ohio, and Connellsville Bcstrs. Inc. (WCVI), Connellsville, Pa., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250-w-N, each conditioned to accepting such interference as may be imposed by other existing Class IV stations in the event they are subsequently authorized to increase power to 1 kw, with additional engineering condition to WCVI, and Windber Community Bcstg System for a new station to operate on 1350 kc, 1 kw, D, in Windber, Pa. Action Feb. 20.

Rulemaking

Bergen County Federation of Boards of Education Hackensack, N. J.—(2-14-61) Requests amendment of rules so as to assign uhf ch. 14 to Patterson-Upper Montclair area of northern New Jersey, and its reservation for educational use. Ann. Feb. 17.

WARD-TV Johnstown, Pa.—(2-15-61) Requests amendment of rules so as to add ch. 3 in Johnstown, Pa., and to delete therefrom ch.'s 19 and 56. Further requests issuance of show cause order to modify WARD-TV permit for operation on ch. 3. Ann. Feb. 17.

Routine roundup

BROADCAST ACTIONS
by Broadcast Bureau

Actions of February 17

■ Waived sec. 4.709(b) of rules and granted STA for following vhf tv repeater station: Valley Falls Tv Inc., ch. 4, Valley Falls, Ore. (KOTI-TV, ch. 2, Klamath Falls, Ore.).

WSSB Durham, N. C.—Granted transfer of control from James S. Beattie to James S. and Betty L. Beattie, joint tenants.

■ Following stations were granted extensions of completion dates as shown: KSWB (TV) Elk City Okla. to June 15; WFLI Lookout Mountain, Tenn. to Feb. 28; airborne transmission facilities, Purdue U., Lafayette, Ind., to Nov. 22.

WTHR Panama City Beach, Fla.—Granted authority to reduce hours of operation to sign-on at 10 a.m. and sign-off at 4 p.m.

Actions of February 16

KGBT Harlingen, Texas—Granted license for am station.

***WNTH (FM) Winnetka, Ill.**—Granted license for noncommercial educational fm station.

WCTM (FM) Eaton, Ohio—Granted license for fm station.

WTSB-FM Lumberton, N. C.—Granted license for fm station.

WBBB-FM Burlington-Graham, N. C.—Granted license covering installation of new trans. and specify studio location.

WMCR (FM) Kalamazoo, Mich.—Granted license covering changes in transmitting equipment.

WLYC-FM Williamsport, Pa.—Granted license covering change in ERP and ant. height, installation of new ant. and ant. changes.

KGBT Harlingen, Texas—Granted license covering installation of new ant. and trans. as aux. ant. and trans.

WLAV-FM Grand Rapids, Mich.—Granted cp to install new trans., new ant,, increase ERP to 28 kw, and decrease ant. height to 180 ft.

***WUOM (FM) Ann Arbor, Mich.**—Granted cp to install new trans., new ant., increase ant. height to 470 ft., and increase ERP to 230 kw.

***WAMU (FM) Washington, D. C.**—Granted mod. of cp to change ant.-trans. location, type ant., decrease ERP to 3.9 kw, and increase ant. height to 460 ft.

■ Following stations were granted extensions of completion dates as shown: KITT (FM) San Diego, Calif. to Nov. 15; KDEF-FM Albuquerque, N. M. to May 18; WATR-FM Waterbury, Conn. to Sep. 18; WQMS (FM) Hamilton, Ohio to Sep. 25; KBFI (FM) Boise, Idaho to Sep. 25; WQTI (FM) Detroit, Mich. to Nov. 8; WCNO (FM) Canton, Ohio to Mar. 20; WOC-FM Davenport, Iowa, to Mar. 28; KVEC-FM San Luis Obispo, Calif. to Nov. 8; WAVI-FM Dayton, Ohio to Nov. 15; KFAB-FM Omaha, Neb., to May 27; WKKD-FM Aurora, Ill., to Apr. 1; WDAF-FM Kansas City, Mo., to Mar. 15; WOW-FM Omaha, Neb. to Apr. 21; WMRT (FM) Lansing, Mich. to Apr. 1; KPAT (FM) Albuquerque, N. M. to Nov. 15; WBBF-FM Rochester, N. Y. to Mar. 2; *WAMU (FM) Washington, D. C. to Nov. 1; WINF-FM Manchester, Conn. to Sep. 1.

WHIO-FM Dayton, Ohio—Remote control permitted.

KEYL Long Prairie, Minn.—Granted authority through June 30 to sign-off air at 7 p.m. daily except for special events when station may broadcast to licensed sign-off time.

Actions of February 15

WCOW-AM-FM Sparta, Wis. — Granted change of remote control authority.

■ Following stations were granted authority to operate trans. by remote control: WDHA-FM Dover, N. J.; WTMJ Milwaukee, Wis., while using non-DA; WTTN Watertown, Wis.

Actions of February 14

■ Waived sec. 4.709 (b) of rules and granted STA for following vhf tv repeater station: Russell T. V. Club, ch. 6, Village of Russell, Russell, Minn. (KELO ch. 11, Sioux Falls, S. D.

WIGM Medford, Wis.—Granted mod. of cp to change type trans.

Actions of February 13

WPEG Winston-Salem, N. C.—Granted license for am station and specify trans.; condition.

KFAR Fairbanks, Alaska—Granted license covering installation of a new trans.

KWRO Coquille, Ore. — Granted license covering increase in power and in installation of new trans.

WHTC Holland, Mich. — Granted license covering increase in daytime power and installation of new trans.; condition.

KOKY Little Rock, Ark.—Granted mod. of license to change name to McLendon Little Rock Bcstg. Co. Inc.

KOKA Shreveport, La.—Granted mod. of license to change name to McLendon Shreveport Bcstg. Co. Inc.

WKIX-FM Raleigh, N. C.—Granted cp to install new trans. and new ant.; increase ERP to 29 kw and ant. height to 450 ft.

WTBO-FM Cumberland, Md.—Granted cp to replace expired permit for new fm station.

WWIL-FM Ft. Lauderdale, Fla.—Granted cp to change ant.-trans. location and increase ERP to 33 kw; conditions.

WRFS-FM Alexander City, Ala.—Granted cp to install new trans.

WIFI (FM) Philadelphia, Pa.—Granted mod. of cp to install new ant. and increase ant. height to 460 ft.

KEMO (FM) St. Louis, Mo.—Granted mod. of cp to change ant.-trans. location, main studio location, decrease ant. height to 320 ft.

WAVY-FM Portsmouth, Va.—Granted mod. of cp to change type trans.

WSIZ Ocilla, Ga.—Granted mod. of cp to change name to Charles Cullis Wade tr/as Gold Leaf-Yellow Pine Bcstg. Co.

■ Following stations were granted extensions of completion dates as hown: KOCY Oklahoma City, Okla. to Nov. 1; WKFD Wickford, R. I. to June 1; KRDP Reedsport, Ore. to June 1; KCHJ Delano, Calif. to July 1; WESC Greenville, S. C. to June 30.

ACTIONS ON MOTIONS

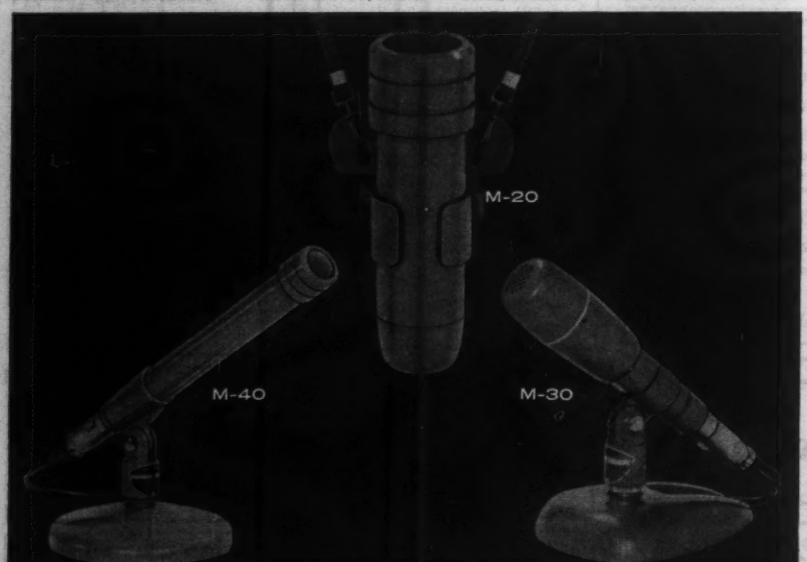
■ Commission on Feb. 17 granted petition by James E. McKahan and Shasta Telecasting Corp., and extended from Feb. 13 to Feb. 21 time to file replies to opposition to petition for reconsideration and for stay in tv rulemaking proceeding involving Alturas, Redding and Susanville, Calif.

Continued on page 87

These three Collins dynamic microphones feature the Dynaflex non-metallic diaphragm. They're handsomely designed, yet rugged enough to take in stride temperature extremes, shocks and humidity. The Dynaflex diaphragm gives you a smooth response over a wide frequency range.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



M-40 response 40-20,000 cps • output —57 db • 9½ inches long, 1 inch in diameter • 11 ounces. M-30 response 50-18,000 cps. • output —57 db • 6½ inches long, 1¾ inches in diameter at head • 16 ounces. M-20 response 60-18,000 cps • output —57 db • 4 inches long, 1 inch in diameter • 3½ ounces. For more information contact your Collins sales engineer or write.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

You may be an assistant, or a full-fledged sales manager, who is old fashioned enough to believe in loyalty to your employer; but young enough to have initiative and real talent for selling yourself and your station. One reason you would leave your present job is because you find little opportunity for advancement. You have had some years of radio sales experience, and have a fair knowledge of station operation. If this sounds like you, there is a real opportunity here with an old, established 5000 watt, CBS affiliate in an eastern area. You would oversee local sales, and handle regional and national sales yourself. If you know you can meet these requirements, give full particulars, along with snapshot, in first letter. Box 390D, BROADCASTING.

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Washington, D. C. Our salesmanager just received a promotion. We're looking for a young, hard hitting man to fill his shoes. This is an unusual opportunity with top income. Box 268E, BROADCASTING.

California. Sunshine and opportunity. Management incentive plan. 5000 watt station. Growing area. Box 276E, BROADCASTING.

Connecticut opportunity, New Haven suburb, want engineer, to act for principal AM application. Keep job. 20% ownership plus management, must be diversified. Survey and frequencies completed. Box 282E, BROADCASTING.

Sales

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Salesman-announcer needed at once. Light announcing, heavy sales. Salary plus commission. Send references, personal data to Box 164E, BROADCASTING.

South Georgia—Top station in multiple market has opening for sales manager, advancement to manager possible. Box 289E, BROADCASTING.

KFYN, Bonham, Texas, recently purchased by small market group ownership, seeks commercial manager capable of eventual station managership. Hardworking, high morals essential. Ralph L. Hooks, The Dixie Stations, DeRidder, Louisiana.

Big W-RIP, Chattanooga, Tennessee has wonderful opportunity now!

Representatives wanted. Highly regarded manufacturer of unique quality equipment in big demand by radio and television stations, seeks reliable territorial representatives to sell directly to broadcast industry right now. Marketing Manager, 1035 North McCadden Place, Los Angeles 38, Calif.

Help Wanted—(Cont'd)

Sales

Representative wanted in your territory. From your desk you can earn a substantial addition to your income. Only written contacts with your clients! Write for particulars and further details to VKK-office. Vienna 66, P.O.B. 128, Austria.

Announcers

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. $125 week to start. Box 553D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Top deejay wanted by top 40 eastern station. All replies confidential. Tape with resume. Box 167E, BROADCASTING.

Immediate opening in major midwest market for mature morning personality, preferably over 30. Middle-of-road music, knowledge required. Must be family man. If you fit these qualifications, send resume, picture and desired salary to Box 221E, BROADCASTING.

Florida coastal 5 kw requires quality announcer with first phone for 5 p.m. to midnight board shift, Monday thru Saturday. Little or no maintenance. Also experienced morning man who can conduct a leisurely paced program for adult listeners. Insurance benefits, salaries open. Box 254E, BROADCASTING.

Immediate opening for man capable of gathering, writing and delivering the news, conducting beepers, delivering commercials. Suburban New York. Box 283E, BROADCASTING.

Adult music daytimer in growing town of 6500 needs experienced announcer with good voice, sales experience desired. Good salary. KMAQ, Maquoketa, Iowa.

Immediate opening. Staff announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Immediate opening for staff announcer strong on good music. Good salary and fringe benefits. Send tape, resume to Bill Frink, Program Director, WIMA, Lima, Ohio.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

Straight staff announcer (no dj) ABC-MBS station. Must be able read good straight commercial, operate own board. Some experience necessary. Send tape, picture, resume. WLDB, Atlantic City, N. J.

Newsman for Boston radio. Aggressive, bright. Great future for right man. Resume, tape to WMEX, Boston 15, Mass.

Immediate opening for announcer and announcer-salesman with small market group of Louisiana-Texas stations. Ralph L. Hooks, "The Dixie Stations," DeRidder, Louisiana.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Help Wanted—(Cont'd)

Technical

Chief engineer—executive type—experienced all phases construction, operation, directional, purchasing, clerical. 1 to 10 kw. Middle south metropolitan. Box 109E, BROADCASTING.

Chief engineer that's dependable and knows how to maintain equipment, not just a ticket holder. No air work. We have stand by transmitter. Immediate opening. Send full particulars. Box 133E, BROADCASTING.

Engineer, first ticket. Central Pennsylvania. Experience not required. Box 179E, BROADCASTING.

Engineer-announcer or engineer for Laconia, New Hampshire. Preferably experienced and must have 1st license. Good pay. Box 203E, BROADCASTING.

Experienced chief engineer AM-FM-multiplex. Strong maintenance. Sober-steady-references. Salary open—Southeast. Medium market. Box 213E, BROADCASTING.

An Ohio 1000 watt remote operation daytimer needs mature chief engineer. Personal interview and references required. Box 291E, BROADCASTING.

Engineer-announcer. Need 1st class ticket announcer with chief engineer capabilities for daytimer in central California. 5 day week. Send resume and tape to: KHOT, P.O. Box 67, Madera, California.

First phone, announcer preferably. KTFI, Twin Falls, Idaho.

First class engineer with first class announcing ability needed for Michigan CBS affiliate. Forward all details, including tape, photo, background and references to R. W. Phillips, WSGW, Mason Building, Saginaw, Michigan.

Production—Programming, Others

Immediate opening for newsman able to deliver newscast as well as gather and write it. Want stable family man satisfied to live in small Pennsylvania market. Box 244E, BROADCASTING.

Manager's girl secretary, abundant radio experience, good pay. Box 288E, BROADCASTING.

News director for midwest farm station. Accent on local news. Must gather, edit, air with authority. Salary open for right man. Frank Fitzsimonds or Jim Wanke. KABR, Aberdeen, South Dakota.

Two salesmen needed for middlewest chain. $300 to $600 a month depending on background, plus bonus and speedy chance for advancement for right men. Write WPEO, Peoria, Illinois.

RADIO

Situations Wanted—Management

Top record in management, sales and operations. Twenty years experience. Box 943D, BROADCASTING.

Broadcasting executive with 25 years in radio and tv, 15 in management, seeks permanent position of responsibility with solid, progressive broadcasting organization or service to broadcasters. Replies to Box 212E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Trouble shooter and/or national sales manager for multiple station operator, radio or tv. Seasoned broadcaster (25 years in radio and tv, 15 in management) with good reputation in management and sales, available on reasonable notice. Replies to Box 211E, BROADCASTING, will be treated in complete confidence.

How about your station? Room at the top? Plenty! No station has to be billing from the bottom. Two aggressive radio men with experience in both major and medium markets want to manage, program and sell your station. Top references in sales and programming. Seek management contract that makes you money and increases value of your property. Owning a station can be fun and profitable. Box 230E, BROADCASTING.

General manager—10 years all phases—sales. 34, married, BA degree, first phone. Excellent record, finest references. Transfer of ownership necessitates re-location. Box 236E, BROADCASTING.

Presently sales manager, have been in radio and tv for 11 years, with know how in all phases. Family man. Box 243E, BROADCASTING.

Increased billings over 50%. Brought station from #5 to #1 (Pulse) in ten months in competitive medium market. Young. Hard working. Excellent references. Top salesman. Effective programming. Ten years experience. Available immediately. Box 258E, BROADCASTING.

Will invest small sum in small station . . . in return want manager's job. South, southwest or far west. Personal interview required. Box 261E, BROADCASTING.

GM doubled gross and collections 6 months 5 kw regional east. Desire larger market. Available March 15. Excellent references. Box 277E, BROADCASTING.

Family man 34 years old, desires manager or commercial manager position. Experienced all phases including managerial. College graduate. First phone. Good radio background. 13 years experience. Box 278E, BROADCASTING.

Put your station in the black! Available; thoroughly experienced 2 man medium-major market management-programming team with some capital to invest. All replies confidential. Box 284E, BROADCASTING.

Thoroughly experienced, sober, reliable, combination manager salesman. In present job six years. Top references. Box 292E, BROADCASTING.

Sales

1 to do work of 3 . . . Program director, salesman, announcer, copy, etc. 6 years experience. Small and metro markets P.D. and S.M. Can run small station almost single-handed. Family. Will more than earn salary —$7500. Box 217E, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Salesman — twelve years major market broadcasting. Married, under forty, teetotaler, impeccable background. Box 228E, BROADCASTING.

Recent graduate radio-television degree desires sales opportunity. Limited experience, real potential. Box 250E, BROADCASTING.

Experienced salesman, 3 years, 29, radio major, straight commission, midwest. Box 286E, BROADCASTING.

Announcers

First phone personality D.J. College and experience. Prefer south Florida. Box 988D, BROADCASTING.

Baseball announcer, first class. Available for coming season. Excellent references. Box 997D, BROADCASTING.

Young announcer wants summer replacement position. 2 years experience, good ad lib, and own board. Middle west preferred, but will consider all offers. Box 126E, BROADCASTING.

Experienced chief engineer, top rated announcer currently employed seeks advancement. Box 186E, BROADCASTING.

College graduate seeking experience. Veteran, single-23. Staff announcing, sports, play-by-play. Will travel anywhere. Salary open. Tape and photo on request. Box 206E, BROADCASTING.

Calling California! Married radio announcer, 4½ years experience, successful over the air sales and unusual ability to program adult music. Box 218E, BROADCASTING.

Young and ambitious formula jock wishes to relocate. Three years experience. Prefer metro market. Start at $550. Write Box 219E, BROADCASTING.

Well experienced first phone announcer. Available March 15. Family man. Good references. Please state salary. For tape and resume write Box 220E, BROADCASTING.

Old pro—Good air salesman behind mike or on camera. College degree—music—drama—speech. Straightforward style. Regards listeners as people. If these qualifications appeal to you, and your market is among the first 50, you may have the job I'm looking for. May I hear from you? Box 225E, BROADCASTING.

Experienced dj-announcer, (prefer c & w). Mature, intelligent, reliable. Available immediately. Box 231E, BROADCASTING.

Announcer-DJ-newscaster moving up. Experienced. Excellent sound. Desires New York area. Box 235E, BROADCASTING.

Warm and persuasive announcer-dj will reflect station image to your plan and tempo. B.S. Degree, English major, 2 years commercial experience in air, programming, production, continuity. Age 23, first phone. More! Box 237E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer-newsman. Employed midwest. Wish to return Pa.-Md. 9 years experience. Family man. Box 238E, BROADCASTING.

Make money with first phone personality. Bright, effective soft sell means $$$$$. for you. Experienced. Married. Box 239E, BROADCASTING.

Announcer, solid experience, sincere, versatile, adult. Music, news, sports, copy. Box 240E, BROADCASTING.

Top-rated experienced dj-announcer desires radio and tv combo in major market, preferably south. Box 242E, BROADCASTING.

Young DJ. Excellent radio background. Wants position with adult, progressive operation. Imaginative, production minded, cheerful and dedicated. Top references, resume, pictures, tape available. Will travel for personal interview and audition. Box 264E, BROADCASTING.

Present setup undesirable. DJ six years experience. Want mid-west-metro. Details on request. Box 246E, BROADCASTING.

Announcer, deejay, some experience. Young, single, available now. Tight board, strong news. Box 247E, BROADCASTING.

Sports director basketball-baseball-football play-by-play. Top references. Box 248E, BROADCASTING.

Girl personality-D.J. 3 years experience. Own board-news-production. Presently employed. Prefer east coast metropolitan area. Write Box 249E, BROADCASTING.

Like, attention jazz stations. Vet jazz jock available. Ya hear me talking? Contact Box 265E, BROADCASTING.

Disc jockey. Announcer, desires connection small staff station. Experienced. Employed Box 251E, BROADCASTING.

Top baseball announcer. Nine years experience. Best references. Consider all offers. Box 255E, BROADCASTING.

Nitetime D.J., experienced, steady, sober, reliable, can build audience. Box 260E, BROADCASTING.

Years of experience in night presentation. I'm yours from midnight till dawn. References, resume, pictures. Personal meeting—a must. Contact Box 266E, BROADCASTING.

Recent announcing school graduate with third phone license. Country and western or middle of the road. Prefer Florida, but will go anywhere. 28, married, vet. Hard working, ambitious and willing to learn. Box 269E, BROADCASTING.

Announcer, DJ, experienced, top 40, or adult, tight board, not frantic. Wants to settle. Box 272E, BROADCASTING.

Experienced, first rate announcer—I want station with ideas, a "little courage." Minimum salary $110.00. Box 270E, BROADCASTING.

Announcer, DJ, experienced, not a prima donna, tight, fast board. Not frantic. Married. Box 273E, BROADCASTING.

Help!! We're being held captive in a Lombardo factory. Two swingin' jocks, mucho production, even humor (sometimes). Bail us out, and we'll be grateful enough to give you a top rating. But please, top 50 markets only! Box 275E, BROADCASTING.

Washington, D. C. or nearby. Excellent straight, non-personality announcer. Box 285E, BROADCASTING.

Announcer, DJ, experienced. City boy wants to settle in small mid-western town. No prima donna. Top 40 or middle of the road. Box 274E, BROADCASTING.

Staff announcer, first phone, college, have car. West, northwest or midwest. White, 21, Board operator. Bob Cross, 5504 Hollywood Blvd., Hollywood, California, HO 9-7878.

OPPORTUNITIES UNLIMITED

A group of dynamic, independent, major-market radio stations wants your help in developing New Frontiers in modern radio.

Explore your future with us in these areas:

NEWS DIRECTOR

Top educational and Industry background required.

PROGRAM DIRECTOR

There's a bright future here for someone gifted with the Modern Touch.

TWO ACCOUNT EXECS

Take your pick of two top-thirty markets. We want young men with enough experience to know how to make radio produce results for responsible advertisers. Management potential here.

TWO NEWS EDITORS

Solid delivery, able to write and report with sparkle.

TWO DJ's

We prefer the All-American type.

Send full biog and tapes, where indicated, to Box 210E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young married man with little experience but plenty of determination looking for D.J. position. Tapes available, 2200 Sunnyside Avenue, Lansing 15, Michigan.

Combo: 26 year old family man six months announcing experience desires permanent position in Southern California, Arizona or Nevada. O. H. Dunston, 2611 Magna Vista, Dallas, Texas.

Available immediately staff announcer-PD; six years experience, some tv; versatile, family man; desire a responsible spot with quality group. Will not rock. but roll well. Contact L. Edwards, Box 6104 Station F. Milwaukee, Wisconsin for interview and live audition.

Woman experienced in radio and tv air work, radio continuity and time sales wishes locate far west or southwest. Winner NBC's contest for America's most beautiful speaking voice. Interview arrangeable Irma Jean Gaertner, 312 11th Avenue North, Hopkins, Minn.

Announcer — copyrighter — top personality DJ. 10 years experience all boards; operations. Snappy copy. Minimum $85.00. Married; will locate anywhere. Call; write Charlie Lord, 4815 Beach Boulevard, Orlando, Florida, CRestwood 7-6348.

Top rated news director. Experienced in all phases of radio news. A comprehensive background in gathering, writing and airing. Staff administration, direction of mobile and beat reporters. Editorials, promotion, production. Married. Past four years with aggressive top 40 operations. Star, public radio, currently employed by McLendon. Available February 28. Jon Poston, WAKY, Louisville.

Morning man, personality, married, plenty experience, bass voice, available now, anywhere. C/o Mrs. Bill Whitley, Aurora, N. C.

Technical

First phone, 15 years experience, like position in west farm and big game country. Prefer early shift, may help on farm programming or sales. Box 929D, BROADCASTING.

Radio chief engineer-announcer desires permanent position. Upper midwest only. Experienced. $110 a week. Box 262E, BROADCASTING.

"Combo" engineer-announcer desires immediate employment first class license. Jay Ingram, 220 E. Victor St., Hugo, Oklahoma.

"Combo" engineer-announcer desires immediate employment first class license. No experience. Mike Smith, 904 Dale Street, Dallas, Texas.

Engineering director or chief, larger AM operation. Seven years with Storz stations, three as technical director. Available immediately. Robert Tilton, 7525 Grover Street, Omaha, Nebraska.

Production—Programming, Others

Farm broadcaster, radio-tv, excellent reputation built on steady results. Box 853D, BROADCASTING.

Experienced all phases radio. Writer-announcer-director-PD. 14 years one station. Any offer considered. Box 215E, BROADCASTING.

PD-DJ family man with 13 years experience all phases programming. Dependable, creative pro. Good commercial voice. Strong music, production. Northwest only. Box 227E, BROADCASTING.

Now available. Creative continuity and traffic director with radio and advertising agency experience for production or straight copy. Box 229E, BROADCASTING.

Newsman, radio-tv experience. Now employed as reporter for newspaper at $110 per week. Box 232E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Versatile radio executive. Award winning sportscaster . . . 7 years baseball, basketball, football. Currently managing radio station, also handling sales, sports. Desire position with progressive organization. $10,000 minimum. Box 234E, BROADCASTING.

Canadian: married, mature, well-educated, bass-baritone, excellent knowledge classical music, capable copywriter, seeks position FM Good Music Station. Box 245E, BROADCASTING.

Fellow with training experience, talent, references, samples. Exchange same for $80 per week. Week's notice. Box 256E, BROADCASTING.

Need experience? Integrity? Stability? I offer just that in all non-technical phases of radio. Presently station manager, small market. Other experience includes: News writing and delivery, program director, advertising selling (14 years), copywriting, play-by-play, phone mc, dj. Excellent voice, tape on request, along with personal info, reference about me, wife, seven-year-old. Age 36. Whatever the deal, write Box 257E, BROADCASTING.

Adult musicaster available soon. Experience: Program director, music librarian, chief announcer. Box 263E, BROADCASTING.

My commercial copy, my voice sells. 17 years major market radio including 3 years program director. Sales promotion. 17 years major market area. Samples, tape, resume. Box 290E, BROADCASTING.

Gal Friday—mike work, copy, traffic, you name it. Excellent references. Ann Charbonneau, Lisbon, North Dakota.

Newsman-Light experience in gathering, editing, and delivering local news. Two years college. Need more experience. Prefer small market station. Charles Elliott, 5166 Boehm Drive, Fairfield, Ohio.

Gal Friday. Well versed radio traffic and continuity manager (traffic preferred) desires relocation. Excellent references and proven record, over 4½ years in top market available immediately. Contact: Jenness Rystad, Box 379, Oak Harbor, Washington.

TELEVISION

Help Wanted—Sales

Local sales manager wanted at once for aggressive vhf tv operation. No desk man! If you are a hard worker, can handle salesmen, and really want to make good money, send resume today to Box 259E, BROADCASTING. All replies confidential.

Local sales position available for right man with CBS station in large midwestern market. Send complete resume and photo in first letter. Box 135E, BROADCASTING.

Opportunity to sell for top rated CBS radio and television affiliate, Mason City, Iowa. Multiple ownership in four midwest statesoffers challenge with advancement as reward. Prefer currently successful radio or television salesman in midwest. Lloyd Loers, KGLO, Mason City, Iowa.

Announcers

Young broadcaster—extensive radio experience wants television opportunity. Photogenic, will learn fast. Prefer live audition. Will send film. Contact Box 267E, BROADCASTING.

Immediate opening experienced on-camera announcer-director. Salary commensurate with ability. Send all pertinent information first letter with picture, resume, film and/or video tape. Personal interview will be required. Contact Program Director, WHTN-TV, Huntington, West Virginia.

Help Wanted—(Cont'd)

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Vacancy for television engineer. Experience desirable, but not absolutely necessary if have radio background and willingness to cooperate and work. Good working conditions. Manager, KSWS-TV, Roswell, New Mexico .

Production—Programming, Others

Female writer needed immediately for tv in midwest. Heavy on local accounts, send sample copy, pics, references, resume and availability. Outstanding opportunity for right person. Box 281E, BROADCASTING.

Television writer. Writer with radio or television experience for immediate full-time continuity-traffic position with educational television station. Contact: H. E. Barg, 1015 North Sixth Street, Milwaukee 3, Wisconsin.

TELEVISION

Situations Wanted—Management

General manager. Will improve sales and operation for aggressive owners. Experience in every phase tv-radio for 20 successful years. I get the job done inside and outside the station. Top national, network contacts. Creative, well-liked personality. College degree; family; 38. Now managing tv. Need greater challenge; $17,500 minimum. Box 996D, BROADCASTING.

Experienced manager, tv, wants to relocate, seeks improved position. 15 years broadcast. Box 224E, BROADCASTING.

Wanted position as manager or program manager in major market. Over 20 years experience tv and motion pictures. Production history, references, ratings, personal data furnished upon request. Box 271E, BROADCASTING.

Announcers

Thoroughly experienced announcer. 2 years television—15 years radio. Now in large competitive market. Seeks job offering challenge and future. Box 226E, BROADCASTING.

Technical

Maintenance and control room operations, first phone, some tv transmitter experience. Good educational and experience background. Box 132E, BROADCASTING.

Studio-transmitter engineer with first phone wants trainee position, technical graduate. Box 241E, BROADCASTING.

Recommendable personnel completing rigid internship seeking studio operations jobs, technical or production. Contact Intern Supervisor, WTHS-TV, Miami.

Production—Programming, Others

Program manager — Film buyer-production supervisor-director-announcer-artist presently with a strong major network affiliate. Nine years experience, two degrees, aggressive and creative. Lives tv. Wife and son with chronic sinusitis. Doctor recommends warm dry climate. Desire southwest or west location. Box 279E, BROADCASTING.

Sports director desires better sports set-up. Capable of handling all phases, including shooting film. Please inquire. Box 280E, BROADCASTING.

Director with 5 years experience commercial and ETV. Must relocate due to reduction of staff. Heavy on live commercials and programs. Knows lighting. University of Michigan graduate. Family. Prefer midwest. Good references. Leonard Blondy, Prospect 5-9717, WWTV, Cadillac, Michigan.

Situations Wanted—(Cont'd)

Production-Programming, Others

5 years experience—commercial and educational tv. Production, direction, film, news, announcing, continuity. Married, family, B.A. Prefer midwest. Staff being reduced by automation. Best references. Ivan Tomcho, WWTV, Cadillac, Michigan. Prospect 5-2158.

FOR SALE

Equipment

Complete 12 KW G.E. TT-25A transmitter. Does not include harmonic filter or filterplexer. This transmitter is presently operating and is in very good condition, and will be available upon very short notice. Box 712D, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

PT 6 Magnecord—$225.00. 120 ft. ⅞ in. coax.—$100.00. Electric mimeograph machine—$100.00. CB 11 turntable & RCA arm—$100.00. Fairchild 530 turntable and arm—$175.00. Electric typewriter—$180.00. Grid dip meter—$45.00. All perfect. Write for list. Box 253E, BROADCASTING.

FM broadcast transmitter Collins 731A, FM antenna included; 2 Presto 3-speed turntables. Priced for quick sale. Write or call KCJC-FM, Merriam, Kansas.

Gates AM RF amplifier, 18 months use, excellent condition $150. KOZE, Lewiston, Idaho.

200 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $800, or swap for FM equipment. Tower may be seen in Marin County, KTIM, San Rafael, California.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

FOR SALE

Equipment—(Cont'd)

For sale: Mobile studio thirty foot trailer. Designed and used successfully by WLNA for the past two years. Large glass areas in studio with wall to wall carpeting, large console table complete with turntables, outside speakers, platform atop trailer for outdoor events. Also car to pull trailer available. Excellent promotion, and it plays for itself. Write pictures, price, etc. WLNA, Peekskill, N. Y.

RCA 70-C1 3 speed turntable $50.00—2 Presto 10-B 3 speed turntables $100.00 each—7' Collins audio rack $25.00. WENN, Birmingham, Alabama.

RCA 5DX transmitter with tubes and spare parts $5500. F.O.B. Good condition. Late proof of performance available. Also have 398' self supporting Truscon tower, make offer. Keith Ketchum, WOI, Ames, Iowa.

One Volkswagen mobile studio with complete broadcast equipment and 15-watt FM transmitter and receiver for operation on 166.25 mc, drive-up, plug-in and broadcast, $1500.00. One 250-watt AM Conelrad transmitter for 1240kc, $400.00. We have also just dismantled a 5-tower array, and have a great many component parts for sale. Please send for list. Ernest Haralson, Chief Engineer, WPDQ, Jacksonville, Florida.

G.E. 50 watt base station and two 25 mobile units complete with all accessories and 20 ft. high gain antenna. Hardly used. 1 Browning multi-plex receiver R-1500 like new. 2 Heathkit 55 watt amplifiers and pre-amp never used. WTWN, St. Johnsbury, Vermont.

Complete, brand new, uncrated. for FM station 1000 B transmitter including monitor, remote control and automation. Priced for immediate sale. Contact: Walter Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Ph: DR 4-0107.

Five portable turntable consoles utilizing 524 Fairchild turntables—some with two Gray pickups. Located in Hollywood. Call A. H. Carlson, Cumberland 3-6111, x 6170, or write P.O. Box 296, Azusa, California.

Anything in broadcasting sold or bought. Electro-Find, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

601 Ampex portable tape recorders like new $320.00. P-61 10½" Magnecord tape recorder $425.00. Seeburg 200 ideal for background music $350.00. Contact HPC Records, 5153 Nall, Mission, Kansas.

Polarad color bar generator, consisting of: 1 frequency generator, color bar pulse former, colorplexer, regulated power supply, monoscope, sync generator and power supplier. $500.00 or make offer. International Telemeter Company, 2000 Stoner Ave., Los Angeles 25, California.

Unusual bargain-RCA-5 DX transmitter with tubes. Excellent condition. Only $3900.00 F.O.B. Chattanooga, Tenn. Louis E Latham, Box 7, Atlanta, Georgia Drake 8-8808.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Custom built rotor for microwave antenna. Will handle up to 8 ft. dish. Rotate 365 degrees. Tilt 25 degrees. $2950.00. Regal Engineering Co., 1220 SW. Stark, Portland, Oregon. CA 3-2443

Type 810 tubes. RCA, new, $16.00. FOB. Rich Radio, 419 E. Willow, Wheaton, Ill.

Parabolic antennas—6 foot, spun aluminum-Andrews No. 2006, complete with pipe mounting. De-icer and radiator, new-unused at discount prices. Write for descriptive literature. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Interested in AM radio station. Want to buy, lease, or secure percentage of stock. Box 222E, BROADCASTING.

Experienced person with around 20,000 dollars wants to buy on contract small market station. Your offer will be kept completely confidential. Box 223E, BROADCASTING.

Have large equity in Texas motel to trade for your radio station. This property will sell quickly but my tax benefits on a trade will let me give you a better deal. Call VI 2-8673 or write 2804 N.W. 56. Oklahoma City, Apt. 112.

Equipment

Used hot press. State make, model, condition and price. Box 149E, BROADCASTING.

Multiplex receivers. State make, model, age, condition and price. WMDE, Greensboro, North Carolina.

Ampex Alto fonic 450 H eight hour tape reproducer 3¾" per second and one Gates Stalevel for background music system. Advise condition and price. WWNS, Statesboro, Georgia.

Tower, 150-200 feet, capable of supporting two 10-inch dishes for tv studio-transmitter link. Prefer self-supporting, will consider guyed. Call Ed Covington, 33-1135, Texarkana, Texas.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1. April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood. Next class April 10th.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

BUSINESS OPPORTUNITY

Discover hidden treasure, in those small accounts. Complete information on a classified-of-the-air that turns new small accounts into hidden treasure for you. Send ten dollar check or money-order to S. C. Thompson, Box 209, Arkansas City, Kansas.

MISCELLANEOUS

Engineers—executives—announcers, NYC to Alaska, carry the radio-tv wallet card! Press identification everywhere; your name, station. Heavy plastic encasement! $2.95 to Pat Adams, Box 927D, BROADCASTING.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

GVA will produce your special programs, comedy, singles, etc. Complete top market service. Write for demo. GVA Radio, 54 Alvarado, San Francisco.

Bingo on match books for radio and television programs includes your ad. Weekly colors, game name optional, 2500 different combinations per case $10.00 F.O.B. Sheetheart Match Co., Hannibal, Missouri.

Imperative we locate Brant B. Jackson. Anyone knowing his whereabouts call Torrington, Connecticut Collect HUnter 9-4191, Extension 24 or 76.

RADIO

Help Wanted—Management

SALES EXECUTIVES WANTED

Community Club Awards prestige Radio-TV promotion realigning territories. Openings "Ohio-Kentucky," "Missouri-Nebraska-Kansas," "Inter-Mountain areas," and "West Coast." Full-time travel, home weekends. Training New York Office. $200 week advance 90 day trial. $7,500 salary plus commission thereafter. $25,000+ potential. Major medical, other benefits. Salesmanship, showmanship, poise, personality, good appearance a necessity. Preference applicants CCA station experience. Detailed resume, pix first letter. Box 537, Westport, Conn.

Announcers

OPPORTUNITY KNOCKS ONCE

50 KW Eastern major market independent is now auditioning for two key announcers strong on commercial delivery. Versatility, sense of timing, music balance and deep, smooth voice that sells are prerequisites. Salary will grow with station if you're the right man. 40 hr. week, medical coverage, paid vacations, available talent and other fringe benefits. Rush tape with news, resume and commercials to:

Box 287E, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

NEWS DIRECTOR WITH INITIATIVE

For major eastern radio station. No air work but need alert, aggressive, highly experienced newsman who can direct top calibre operation. Send resume and photo.

Box 233E, BROADCASTING

RADIO

Situations Wanted—Management

10 YEARS PROGRAMMING— SALES MANAGER

Ten years programming and sales management experience at WOOD & WOOD-TV, Grand Rapids, Michigan. Excellent background in all operating phases of radio and tv. Top-rated public speaker. Outstanding history of participation in civic affairs. Most interested in the job with the greatest challenge. Will consider investment. References (which include present employer) and brochure available on request. Frank Sisson, 1110 Breton Rd. SE, Grand Rapids 6, Michigan. Phone GL 2-6729.

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Production—Programming, Others

PRESIDENTIAL NEWS CONFERENCES

Radio tape dubs of complete unedited news conferences and congressional hearings from Washington, D. C. Write for details, or phone EXecutive 3-1246 and ask for Mr. Behre.

Capitol Transcriptions, Inc.

620 Eleventh St., N.W.
Washington 1, D. C.

"Your Eyes & Ears in the Nation's Capitol"

TELEVISION

Help Wanted—Technical

SALES ENGINEERING

MAJOR ESTABLISHED ELECTRONIC MANUFACTURING COMPANY HAS IMMEDIATE OPENING FOR MANAGER, TELEVISION EQUIPMENT SALES. MUST HAVE ELECTRONIC BACKGROUND AND SHOULD HAVE COLLEGE DEGREE. EXTENSIVE EXPERIENCE IN THIS FIELD WILL BE CONSIDERED IF YOU HAVE AT LEAST TWO YEARS OF COLLEGE TRAINING. EXPERIENCE IN ELECTRONIC SALES, MANUFACTURING, OR BROADCASTING HELPFUL. IF YOU WANT TO ENJOY THE BENEFITS OF WORKING WITH ONE OF THE TOP ELECTRONICS SALES ORGANIZATIONS IN THE NATION MAIL COMPLETE RESUME. SALARY REQUIREMENTS AND PHOTO. ALL REPLIES CONFIDENTIAL. BOX 157E, BROADCASTING.

CHIEF ENGINEER

For network TV affiliate in major midwest market. Prominent group ownership offers long range opportunity to fully qualified man.

Box 216E, BROADCASTING

TELEVISION ENGINEERS

Qualified engineers are needed for Video Tape Recording, Camera Control Operation, and Color Equipment Maintenance. Research and Development Department available for outstanding engineers. Minimum of one year's experience or two years of college and first class license required Salary based on individual qualifications. Write or call Durwood H. Neuse, Engineering Supervisor, WRAL-TV, Raleigh, N. C.

Production—Programming, Others

WANT TO LIVE IN COLORADO? EXPERIENCED NEWS DIRECTOR

For Denver's leading TV station. . . . MUST have heavy news experience in writing, editing and airing own newscasts. . . . MUST have good commercial delivery and know how to *dig* for a story.

Resume and audition VTR or SOF to:

Mann Reed
Program Director
KBTV—Channel 9
1089 Bannock Street
Denver, Colorado

FOR SALE

Equipment

Automatic Dehydrators
Brand New, with spare parts kits
Dielectric Products
Model 22 . . . $150
Andrew Model 1910 . . . $135
P & O Sales, 1236—40th Avenue
Sacramento 20, California

High performance Low cost
SUBCARRIER GENERATOR
Model SCG-2

For FM multiplexing, complete with automatic muting, deviation meter, and regulated plate and filament power supply. Write for Bulletin #203.

MOSELEY ASSOCIATES
P. O. Box 3192
Santa Barbara, California

EMPLOYMENT SERVICE

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE
Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

Dollar for Dollar

you can't beat a classified ad for getting top-flight personnel

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

STATIONS — FOR SALE

IN COLORADO
250 Watt Full Time
$75,000 29% Down
Box 161E, BROADCASTING

SOUTHERN CALIFORNIA

Radio station for sale. No. 1 in county. Grossed $85,000 in 1960. 25% over 1959; expenses $60,000. 1 KW now, can go to 5 KW. Own some land, building. 7 on staff. $135,000, 29% down. Excellent money-maker for owner-manager. Present owners unable to devote enough time to operation. Send proof financial ability.

Box 252E, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Calif	single	fulltime	$150M	terms
Va	single	daytimer	80M	25dn
Iowa	single	fulltime	82M	cash
Texas	single	250w	28M	8dn
Pa	small	daytimer	100M	15dn
Calif	medium	fulltime	92M	30dn
NW	metro	regional	155M	terms
Fla	metro	daytimer	165M	20dn
Va	metro	regional	215M	29%
Midwest	metro	daytimer	200M	terms
Midwest	capitol	daytimer	90M	29%
South	major	fulltime	315M	terms

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

ARIZONA. *$15,000* down. 250 watt fulltimer asking $80,000. Easy payout.

CALIFORNIA. Southern market 1000 watt daytimer. *$43,500* down asking $150,000.

NEVADA. *$29,000* down. Top market daytimer. Asking $100,000 good terms.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

Texas semi-major regional $200,000 29%—Texas single regional $63,000—Texas single fulltime $52,650 29% 10 yrs.—Texas single fulltime $100,000 29%—Texas single regional $47,500 25%—Texas fulltime single $160,000 29%—Arkansas fulltime single $65,000 for 80%—Southern major regional fulltime $350,000—Southern single day $45,000 $7,250 down—Southern single fulltime $50,000 $10,000 down—Southern major regional day $150,000 29%—Southern major regional day $140,000 29%—West Coast fulltime regional $365,000 29%—Florida single regional $50,000 $9,000 down—Florida major day $120,000—Florida semi-major 5kw $225,000—Florida semi-major regional fulltime $230,000 29% Florida semi-major regional $265,000 29%—Florida single day $35,000 cash—Louisiana major day $97,500 29% down—Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

ROCKY MOUNTAIN. Operates 24 hours a day. Top station. Doing $200,000 per year. Excellent profit. Asking $300,000 with 29% down.

CALIFORNIA. Full time. Fully automated. Absentee owned. Profitable and would be more so with home ownership. $6,500 down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 80

By Commissioner Robert E. Lee

■ Granted petition by Broadcast Bureau and extended to Feb. 24 and March 7, respectively, time to file exceptions and replies in proceeding on tv broadcast translator applications of J. R. Karban, Rhinelander, Wis. Action Feb. 17.

■ Granted petition by Tampa Telecasters Inc., and extended to April 3 time to file exceptions to initial decision in Largo, Fla., tv ch. 10 comparative proceeding. Action Feb. 15.

■ Granted petition by Broadcast Bureau and extended to Feb. 23 time to file responses to petition by North Suburban Radio Inc., Highland Park, Ill., for conditional grant of its am application. Action Feb. 15.

■ Granted petition by Broadcast Bureau and extended to Feb. 27 time to file responses to petitions by Abilene Radio and Television Co. for enlargement of issues regarding applications of E. C. Gunter and Dornita Investment Corp., in San Angelo, Tex., tv ch. 3 proceeding. Action Feb. 15.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by KARA Inc. (KARA), Albuquerque, N. M., for dismissal of its am application; dismissed application with prejudice. Action Feb. 16.

■ Granted petition by Oregon Television Inc., to extent that it seeks dismissal of its application for a new tv station to operate on ch. 3 in Salem, Ore., but dismissed application with prejudice. Application was consolidated for hearing with Willamette-Land Television, Inc., for same facility in Salem. Action Feb. 16.

■ Granted petition by Miami Valley Christian Bcstg. Asn. Inc., Miamisburg, Ohio, for dismissal of its am application; dismissed application with prejudice. Action Feb. 15.

■ Scheduled for hearing following proceedings on dates shown: April 12: am applications of Santa Fe Bcstg. Co., Santa Fe, and Valley Bcstrs. Espanola, N. Mex. The Jefferson County Bcstg. Co., Jefferson City, Tenn. April 17: Harford County Bcstg. Co. (WAMD), Aberdeen, Md. Action Feb. 15.

■ Denied petitions by Arthur A. Deters and College Radio for acceptance of their appearances filed late and, in accordance with sec. 1.140 (c) of rules, dismissed with prejudice their applications for am facilities in Greensfield and Amherst, both Mass. Action Feb. 13.

■ Granted petition by the Broadcast Bureau and extended to March 2 time for parties to submit proposed findings in proceeding on application of Eleven Ten Bcstg. Corp., for renewal of license of KRLA Pasadena, Calif., and for license to cover cp. Action Feb. 15.

By Hearing Examiner Forest L. McClenning

■ Scheduled prehearing conference for March 9 in proceeding on applications of United Bcstg. Co. Inc., and Puritan Broadcast Service Inc., for new fm stations in Beverly and Lynn, Mass. Action Feb. 15.

■ Granted petition by Broadcast Bureau and extended from Feb. 14 to March 10 time to file proposed findings of fact on air hazard issue only in proceeding on applications of Beacon Bcstg System Inc., and Suburban Bcstg Co. Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Feb. 15.

By Hearing Examiner David I. Kraushaar

■ Granted petition by respondent WJAC Inc., to accept its late appearance in proceeding on am applications of WSTV Inc. (WBOY), Clarksburg, W. Va., et al. Action Feb. 17.

■ On own motion, corrected in various respects the transcript of hearing, and allowed five days for objections, in proceeding on am applications of Frederick County Bcstrs., Winchester, Va., et al. Action Feb. 17.

■ On own motion, corrected in various respects transcript of Feb. 9 prehearing conference and allowed five days for objections in proceeding on applications of American Colonial Bcstg. Corp. (WKBM-TV), Caguas, and (WSUR-TV), Ponce, P. R. Action Feb. 16.

■ On own motion, scheduled post-hearing conference for Feb. 17 in proceeding on applications of Frederick County Bcstrs. and Town Radio Inc., for new am stations in Winchester, Va., and Shippensburg, Pa. Action Feb. 15.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau and without objection by other parties, extended from Feb. 21 to March 7 and from March 3 to March 17 time to file initial proposed findings and replies in consolidated am proceeding, Group II—Booth Bcstg. Co. (WJLB), Detroit, Mich., et al. Action Feb. 17.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Feb. 23

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,526	31	132	799
FM	773	68	189	122
TV	478	21	81	100

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Feb. 23

	VHF	UHF	TV
Commercial	455	78	533
Non-commercial	38	16	54

COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

	AM	FM	TV
Licensed (all on air)	3,514	755	478[1]
CPs on air (new stations)	33	66	17[2]
Cps not on air (new stations)	120	197	84
Total authorized stations	3,667	1018	634
Applications for new stations (not in hearing)	612	72	30
Applications for new stations (in hearing)	179	30	64
Total applications for new stations	791	102	94
Applications for major changes (not in hearing)	545	46	33
Applications for major changes (in hearing)	275	4	19
Total applications for major changes	820	50	52
Licenses deleted	0	0	0
Cps deleted	0	1	28

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

■ Scheduled further prehearing conference for Feb. 24 in consolidated am proceeding, Group VIII—Chief Pontiac Bcstg. Co. (WPON), Pontiac, Mich., et al. Action Feb. 16.

■ Upon request by Broadcast Bureau and without objection by other parties, continued Feb. 16 further hearing to March 9 in New Bedford, Mass., tv ch. 6 proceeding. Action Feb. 14.

■ Upon request by Pier San Inc., and without objection by other parties, further extended from Feb. 15 to Feb. 17 time to file replies to proposed findings in proceeding on its application for new am station in Larned, Kans., et al. Action Feb. 14.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at Feb. 16 prehearing conference, scheduled among other procedural dates hearing for March 24 in proceeding on am applications of The "Jet" Bcstg. Co. Inc. (WJET), Erie, Pa., et al. Action Feb. 17.

■ Granted petition by Audiocasting of Texas Inc., and continued Feb. 15 hearing to Feb. 28 in proceeding on its application and that of Horace K. Jackson Sr., for new am stations in Waco and Gatesville, Tex. Action Feb. 15.

By Hearing Examiner Walther W. Guenther

■ Granted request by Rollins Bcstg. Inc., to the extent of scheduling a further prehearing conference for Feb. 17 in Wilmington, Del., tv ch. 12 proceeding. Action Feb. 16.

By Hearing Examiner Isadore A. Honig

■ Granted request by Palmetto Radio Corp. (WNOK-TV), Columbia, S. C., and continued indefinitely Feb. 21 prehearing conference in Columbia, S. C., tv ch. 25 proceeding. Action Feb. 15.

■ On own motion, corrected in various respects transcript of record in proceeding on applications of Western Bcstg. Co., W.J. Harpole and R. L. McAlister for new am stations in Odessa, Tex., and allowed five days for objections. Action Feb. 15.

By Hearing Examiner Charles J. Frederick

■ Upon request by applicants, scheduled prehearing conference for Feb. 21 in New Orleans, La., tv ch. 12 proceeding. Action Feb. 16.

■ Scheduled prehearing conference for March 2 in proceeding on application of United Television Company of New Hampshire (WMUR-TV), Manchester, N. H., for cp to change existing facilities (ch. 9). Action Feb. 14.

By Hearing Examiner Jay A. Kyle

■ Upon request by respondent trustee, reopened record and scheduled further hearing for Feb. 21 for purpose of tender and consideration of additional depositions heretofore taken in matter of order directing Douglas H. McDonald, trustee, permittee of television station WTVW (TV) ch. 7, Evansville, Ind., to show cause why authorization for WTVW should not be modified to specify operation of ch. 31 in lieu of ch. 7. Action Feb. 16.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by SanVal Broadcasters, Oroville, Calif., and extended to March 10 and March 31 time to file proposed findings and replies in proceeding on its am application, et al. Action Feb. 17.

By Hearing Examiner H. Gifford Irion

■ Denied petition to reopen the record filed Jan. 31 by Des Plaines-Arlington Bcstg. Co., in proceeding on its application for am facilities in Des Plaines, Ill., et al. Action Feb. 17.

NARBA notifications

■ List of changes, proposed changes, and corrections in assignments of Canadian Broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

600 kc

CFCH North Bay, Ont.—10kwD/5kwN DA-2. Unl. (now in operation with increased power).

850 kc

New Windsor, Ont.—1kw DA-D, D.

CKRD Red Deer, Alb.—10kwD/1kwN DA-N. Unl.

930 kc

CFBC St. John, N. B.—10kwD/5kwN DA-2. Unl. (now in operation with increased daytime power).

1050 kc

CJIC Sault Ste. Marie, Ont.—10kwD/2.5kwN DA-N. Unl. (now in operation with increased power).

1060 kc

CJLR Sillery (Quebec), P. Q.—10kw DA-1. Unl.

FOR THAT "LIVE" LOOK, TAPE IT...

on SCOTCH® BRAND Live-Action Video Tape!

"Real-life" *presence* is the new TV look achieved by today's commercials using "SCOTCH" BRAND Video Tape. Until now, the home-viewer's picture has been an ingenious compromise—an optical medium shown on an electronic screen.

Not so with tape! "SCOTCH" BRAND Video Tape offers complete compatibility of picture source and picture—both electronic—with a greatly expanded gray scale for gradual transitions from absolute black to absolute white. In addition, tape eliminates jitter, provides excellent sound quality and an "unlimited" number of special effects. It all adds up to cleaner, crisper originals of unsurpassed quality . . . with exceptional Video Tape duplicates and kines from master tapes.

Tape has many advantages—for advertiser, agency, producer. Playback is immediate, serious goofs can be remedied at once by retakes. Special effects are made instantaneously . . . no lab work and waiting. Costs are competitive, savings gratifying.

Tape is easy to work with, no mystery . . . talented specialists are available to help you. *Prove it to yourself!* Send your next TV storyboard to your local tape producer for an estimate that will surprise you —at no cost or obligation.

Write for the new brochure, "The Show is on Video Tape"—a case history of six commercial tapings. Enclose 25¢ to: 3M Co., Box 3500, St Paul 6, Minn.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

OUR RESPECTS to Representative Oren Harris (D-Ark.)

He's damned by some—praised by others

As chairman of the House Interstate & Foreign Commerce Committee and its Legislative Oversight Subcommittee, Democratic Congressman Oren Harris of Arkansas has become a byword in every phase of broadcasting.

To most he is just a name or symbol. He has been damned and painted as a man with horns by some. He is feared by those who do not know him.

To others—who do know him and have watched him at work—Oren Harris is described as the best friend broadcasting has in Congress. "I think he has been a tremendous benefit to radio and tv by knowing and understanding us and our problems," a network vice president said.

"He absorbs abuse intended for the industry and wards off sharp blows from every Tom, Dick and Harry who knows nothing about our problems."

Many broadcasters have come to realize that there is no man in Congress who knows and studies his field like Rep. Harris. He doesn't go off "half-cocked," one broadcaster says. "He knows what will and what will not work and does not rush into bad legislation."

House Speaker Sam Rayburn (D-Tex.), a Harris crony and himself a former chairman of the Commerce Committee, has his reasons for liking the Arkansan: "I have watched many chairmen of the committee in my time here, and I think Mr. Harris has as wide a grasp of the functions and duties of that committee as any chairman I have ever known. In my estimation, he is one of the *great* chairmen that have served on that committee.

A similar appraisal was given by Rep. John Bell Williams (D-Miss.), who ranks just below the chairman on the Commerce Committee. He said: "No congressman works harder or longer than Oren Harris. He has acquainted himself thoroughly with every piece of legislation that comes before us."

Rep. William Springer (R-Ill.), No. 2 minority member of the Commerce Committee, agreed that Rep. Harris is an expert in all phases of commerce, particularly communications. "Whether you agree with his views or not, you know that they have been reached only after extensive study."

Minority Is Heard ▪ The chairman's committee members agree that Rep. Harris never tries to ram anything through and always listens to the views of all. He is by the same token a very strong chairman and always maintains control. Once he makes up his mind it is pretty hard to change, a colleague said, and "he can be awful stubborn at times."

"There's one thing about it, our Legislative Oversight Subcommittee has got everybody busy doing something," Rep. Harris said last week in reviewing the record of the controversial investigative body. He is proud of the accomplishments of the subcommittee, although, he said, some of the methods used at times were undesirable.

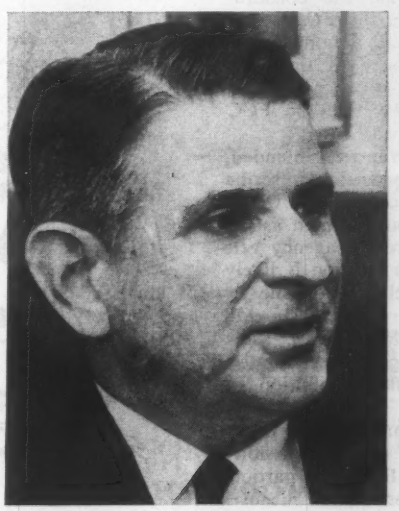
He doesn't mention it, but the *Saturday Review* last spring honored the subcommittee ". . . for distinguished service to advertising," the first such award to a congressional committee.

Although the name will be dropped, a permanent subcommittee with the same oversight functions will be continued in the new Congress. Such an investigative arm is considered a must by Commerce members and Speaker Rayburn because several other committees are just waiting for a chance to launch radio-tv investigations of their own.

This Man, Harris ▪ Oren Harris was born in Hempstead County, Ark., Dec. 29, 1903, the son of a farmer-school teacher-politician. The Harris home was a combination frame and split-log house. A teenage Oren decided to become a lawyer one day while plowing his father's field—farming did not appeal to him.

An extra good cantaloupe crop of his own financed his early high school education and his ability as a football halfback provided the wherewithal for college.

He graduated from Prescott (Ark.) High School in 1925 and received his LL.B. in 1929 from the Cumberland U. Law School in Lebanon, Tenn. His undergraduate days were spent at Henderson State College (Arkansas), where he was president of the freshman and senior classes, and a football star.



Oren Harris
He likes tv's westerns

During the summers, Oren was a highly regarded catcher on semipro teams and from 1940-54 he continued to star as the Democrats' catcher in the annual congressional baseball game. He accepted his wife's advice and "retired" when he couldn't get out of bed after the 1954 game.

The year 1930 found him teaching school while he qualified for the Arkansas bar. The following year he entered private practice in Prescott and moved to El Dorado (his present home) a few months later. In January 1933 he became assistant prosecuting attorney and in 1936 was elected district attorney for Union, Columbia, Calhoun and Ouachita counties. Four years later, in 1940, he unseated incumbent Rep. Wade Kitchens and has been representing the 4th District ever since.

Shortly before moving to El Dorado, Oren began courting Miss Ruth Ross, whom he had known only slightly while both were in college. They were married in May 1934 and have two children, Carolyn Harris McCloud (the national Cherry Blossom Princess of 1959), and Jimmie, 13.

A Proud Record ▪ "There are several things that stand out in my 20 years in Congress," Rep. Harris says. One was his 1941 vote with the majority, while a freshman member, which continued the selective service by only one vote. This was just a few months before Pearl Harbor. Others:

(a) Becoming chairman of the Commerce Committee with the start of the 85th Congress in 1957; (b) his work with the regulatory agencies the past four years; (c) the "timely exposure of deceptive and fraudulent practices in broadcasting . . ." and the resulting corrective legislation and (d) chairmanship of a special subcommittee on programming in 1951-52 which led to the present broadcast codes.

Mrs. Harris revealed that her husband's favorite tv shows are westerns, naturally. He spends many evenings reading and watching tv.

Rep. Harris is a 32nd Degree Mason, member of Knights of Pythias, SAE fraternity and part-time Sunday School teacher at Washington's Calvary Baptist Church.

The congressman devotes as much time as possible to his family (this past weekend he took Jimmie and fellow Boy Scouts to a Rockville, Md., outing) and on a few Saturdays can be found on the golf course.

Rep. Harris has promised to delegate more authority to his committee members this session, with his family and hobbies to be the main beneficiaries.

Measuring methods

THE report of the American Statistical Assn.'s committee on broadcast ratings, being prepared for the House Legislative Oversight Subcommittee, promises a thorough review not only of audience measurement practices but limitations and usefulness of the results as well.

Judging from the 37 probing questions that were submitted to the major rating services and are described elsewhere in this issue the group has in its possession exhaustive information regarding this important segment of the broadcasting business. Rep. Oren Harris, in giving the committee more time to finish its report, expressed his desire that the findings be complete. Committeemen say the report is in draft form, implying that it may be issued within a few weeks at most.

These findings, prepared as they are by members of an ethical and experienced group, may very well help to clear the air about the ratings services. The tendency to blame broadcasters for so-called deficiencies in ratings practices may often be blamed on misconceptions of the purpose of and misuses of audience measuring results by people in positions of responsibility in government and even in industries related to broadcasting.

Exposure of the entire ratings procedure to scrutiny may react not only to educate everyone involved but could suggest methods of improving the ratings themselves.

Since advertisers insist on some form of counting the house as a basic ingredient in determining the effectiveness of radio and tv purchases we have long held that broadcasters might well have more control over the methods used to measure their media.

The end result of this report might easily be just such industry participation.

Another chance for freedom

BROADCASTERS have a chance to regain some of the ground they lost a year ago when, perhaps inadvertently, they invited the FCC to poke its nose deeper into programming. The commission has at last issued a proposed license application form involving a new approach to the applicant's report on programming and has asked for comments on it.

We do not think that most broadcasters—or for that matter most non-broadcasters who cherish the constitutional guarantees of free speech—will like the FCC's proposal. Many of them will side with FCC Commissioner Rosel Hyde who concurred in the issuance of the rule-making notice "for the purpose of obtaining comment" but who expressed "misgivings" about the rule the FCC proposed.

Said Mr. Hyde: "The approach, however well intended, in which the licensing authority endeavors to prescribe certain guidelines for the programming of stations would seem to assume responsibilities which should remain as the clear responsibility of licensees. The more the agency gets into this business, the more impossible its position is likely to become. It could find itself being held responsible by the public in matters involving creative effort, taste and opinion, which it would be hopeless to deal with, aside from the traditional objections against government intervention in such matters and the specific prohibition of Section 326."

What the FCC has proposed is what broadcasters themselves asked for when they testified at the commission's program hearings in early 1960. The NAB made a particular point of arguing that applicants for station licenses ought to write a narrative report showing how they had tried to meet the needs of their communities. That, in amplified form, is what the FCC now wants to be done.

But to comply with the requirements that the FCC now suggests would be a heavier burden than many broadcasters could bear. The preparation of a renewal application would be as difficult as the preparation of an application for an original grant. If this rule goes through, only the lawyers will benefit.

To us, the FCC proposal promises a government excursion into an area of program control that is marked off-limits by the First Amendment. It is to be hoped that the NAB, now under new leadership, will enter a more vigorous dissent to government intervention than it did a year ago. And all broadcasters ought to enter comments, which we trust will be mostly unfavorable, in response to the FCC's request.

Temporary telephobia

AS everyone predicted, the House Rules Committee has again shelved the proposal to permit televising of House committee hearings.

Arguments of Rep. George Meader (R-Mich.) that there's no better way for the people to know what their representatives are doing than through radio and television met a stone wall of indifference from the political henchmen of Speaker Sam Rayburn. Arguments that President Kennedy is relying heavily on television to sell his program to the nation and reminders that many Senate committee hearings have been televised failed. The committee vote was 8 to 6.

Broadcasters may console themselves that the Rayburn victory can be only temporary. The fact remains that our government is a people's government and the voters have the right to see and hear their elected congressmn in action. As more elected officials use broadcasting to report their problems and their activities it will be more and more difficult for reactionary forces to operate entirely behind closed doors.

Even though eventual victory seems assured, broadcasters must do their bit to hasten its arrival. Congressmen should be reminded at every opportunity of the advantages which live television and radio reporting can have for our form of government. Every vote helps in the effort to break down these artificial barriers to reporting the news as it happens.

Drawn for BROADCASTING by Sid Hix

"We've momentarily lost our picture, but we will continue with the audio portion of the program!"

What's Jack Paar REALLY Like?

In Minneapolis - St. Paul
he's really like this:

From 10:30 p.m. to Midnight,
Monday through Friday,
the Jack Paar Show reaches

TWICE as many homes as the other THREE stations COMBINED! *

* ARB TELEVISION AUDIENCE REPORT, DECEMBER, 1960

KSTP television
CHANNEL 5
MINNEAPOLIS · ST. PAUL
100,000 WATTS NBC
A GOLD SEAL STATION

Represented by
Edward Petry & Co., Inc.
The Original Station Representative